

A man with curly hair, wearing a dark vest over a grey long-sleeved shirt and blue jeans, is seen from the back, looking towards a large, bright print shop. The shop floor is covered with stacks of printed materials, including magazines and newspapers. In the background, other people are visible working at tables. The lighting is bright and natural, coming from large windows.

**NOKIA**

Nokia Point & Find<sup>BETA</sup>

**A digital  
revolution for print  
publications**

Version 0509

## Seamlessly connect print with online experiences

Nokia Point & Find is a new way for you to find and connect to relevant information and services by simply pointing your internet-enabled camera phone at real life objects. Easily, intuitively and on the spot. Nokia Point & Find puts you in the know, when you're on the go.

By innovatively connecting real life and print media objects to digital, Nokia Point & Find enables publishers to create engaging experiences that deliver targeted content, advertising and purchase opportunities to consumers exactly where and when they want via their trusted mobile devices.

- Engage audience with print media in an innovative way
- Provide direct audience response channel for advertising and editorial content
- Provide additional advertising accountability and metrics
- Enable instant buying at the point of discovery including online, via mobile or at retail
- Open up new avenues of revenue
- Bridge different media channels
- Standout among other publications



## Leapfrog into a valuable new digital customer relationship

Nokia Point & Find helps deepen your level of editorial engagement with your readers, increasing loyalty and retention, while adapting to the digital world.

Readers of Nokia Point & Find enabled publications can easily use their mobile device to:

- Vote for artist/gadget/restaurant of the week/month/year
- Request free samples or coupons – connected to any page, ad, article, topic, artist or celebrity in a publication
- RSVP for sponsored events, parties, lectures, signings etc.
- View menus and catalogs from restaurants and companies in a publication
- Schedule events into personal calendars and invite friends
- Call a business





## How Nokia Point & Find Works

Nokia Point & Find is based upon real time image processing and automated object recognition technology, utilizing an innovative visual interface. The service also supports text-entry search with directory capabilities.

When a Nokia Point & Find enabled phone is pointed at an object, the system uses a variety of the phone's sensors (including the camera and GPS positioning) to evaluate the object. Then, by searching through a database of previously tagged items, the system identifies the object and returns a set of links to associated content and services.

It's easy to deploy custom Nokia Point & Find worlds. First, the Nokia Point & Find client application on a camera phone is used to tag real-world physical objects. It's as simple and easy as taking photos. The tagged images are then automatically uploaded into the Nokia Point & Find Management Portal, which is used to develop and manage customized Nokia Point & Find worlds.



## Nokia Point & Find capabilities

- Easily enabled at deployment without modifying creative
  - No need for expensive infrastructure deployment
  - No need to place physical tags
  - Tagging of real life objects using a Nokia Point & Find enabled camera phone, similar to existing verification processes for field deployments
  - Automatic uploading of tagged images into the Nokia Point & Find Management Portal
- Proprietary image processing and recognition
  - Linking of real-life objects to actions - web URLs, SMS, phone calls, emails or mms
  - Additional directory-based content navigation and keyword-based search capabilities
  - Enhanced location-based services (LBS) with GPS-enabled devices or basic with standard devices with Cell ID location
  - Management Portal (to facilitate worlds)
  - Access rights management for publishers, editors, authors and viewers.

## Specifications

### Supported devices

Available on selected devices. See [pointandfind.nokia.com](http://pointandfind.nokia.com) for a complete list of supported devices.

### Pricing and Availability

Nokia Point & Find is a free mobile application and available worldwide now via download from a PC or mobile phone at [pointandfind.nokia.com](http://pointandfind.nokia.com). Nokia Point & Find Management Portal is a fee based SaS and available worldwide now at [managementportal.nokia.com](http://managementportal.nokia.com).

### Supported languages

English

For more information:  
**[pointandfind.nokia.com](http://pointandfind.nokia.com)**



