

Forum Nokia Introduction

A key element in Nokia's consumer value proposition is providing consumers with the ability to personalise their mobile devices with a rich assortment of applications and content. With more than a billion consumers carrying Nokia devices worldwide, the company alone can't satisfy the diverse requirements of this growing global user community. Nokia works with myriad third-party developers who provide innovative applications and services to fulfill consumer needs.

For more than 10 years, Forum Nokia has helped developers add value to Nokia devices and the consumers who use them. Forum Nokia enables developers to get their products to market quickly and efficiently, by delivering resources covering the entire mobile application lifecycle, from development to sales.

Forum Nokia delivers resources to more than 4 million registered developers and receives more than 1.5 million unique visitors per month to forum.nokia.com. For application and web developers this includes: Symbian C++, OpenC, Java™ technology, Python, Flash, and Web technologies. Content developers working with images, video, audio, SVGT, themes, SMS, MMS, and the Web are also supported.

- **Developer Resources** — Forum Nokia offers developers free access to tools and SDKs to assist with their development efforts. Resources include documentation, videos, training, a Wiki, blogs, and discussion boards. The SDKs enable developers to create applications and content for Series 40, Symbian, and Maemo devices.
- **Carbide Tools** — The Carbide family of tools provides developers with state-of-the-art development environments for key Nokia supported technologies. Carbide.c++ supports all Symbian C++ and OpenC developers working with the Symbian platform. Carbide.ui supports content developers with a complete tool for theme creation.
- **Web Tools** — Nokia has created a range of tools designed to make mobilising websites easy and straightforward. These include plug-ins for Aptana Studio, Adobe Dreamweaver, and Microsoft Visual Studio that simplify the development of S60 WRT widgets.
- **Support** — Forum Nokia support services range from ticket based technical support, to full turn-key consulting that provides start-to-finish projects.
- **Forum Nokia Champions** — A recognition and reward programme for top mobile developers who actively contribute to the success of the Forum Nokia community. New Champions are selected twice a year.
- **Forum Nokia Launchpad** — A premium membership service that gives developers early and exclusive access to Forum Nokia resources and support, as well as marketing opportunities with Nokia.
- **Forum Nokia PRO** — An invitation-only programme for leading-edge companies doing business in the mobile world. For selected developers, Forum Nokia PRO offers exclusive access to Forum Nokia technical and marketing resources. The program is designed to help key developers implement their technologies for Nokia devices. In a recent survey 93% of members responding said they had accelerated mobile development as a result of joining the Forum Nokia PRO programme.
- **Forum Nokia PRO Accelerator** — This program targets developers of innovative, industry-changing mobile software and services selected for funding by top-tier VC firms, including Nokia Growth Partners. Members receive expanded technical, marketing, business development and channel distribution services. It is the highest-level developer tier in Nokia's elite invitation-only mobile developer programme, Forum Nokia PRO.
- **Publish to Ovi Store** — This self-service, web-based tool provides an easy way to distribute and sell applications and content to millions of consumers using Nokia devices around the world via Ovi Store.
- **Ovi Store** — Nokia's one-stop shop for the latest mobile applications and content. Ovi Store consolidates the best experiences from Nokia to a single channel. Ovi Store delivers targeted content based on the consumer's social location, the combination of their social connections and physical location.