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Design Key Messages
Nokia Design

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LUMIA EOS

A DESIGN PERSPECTIVE.

THE PURPOSE

The purpose of this document is to communicate the thoughts from the Nokia Design team. Design Key Messages has been working closely with the teams developing this device - ID, CMD and UX - and this document lays out our point of view on how the key design threads could be conveyed to other audiences both internally and externally.

The document looks at how the brand essence manifests itself within Design. The work is intended to spark debate, fire the imagination and share some ideas and concepts. Ultimately, it's about using the work of Nokia Design to help power the communications elsewhere in the organisation.

THE KEY SELLING POINTS

The front is the new back.

With Eos you have both things combined. An astonishing camera and an incredible smartphone. The front of a phone is the screen, the front of the camera is the lens. This device has two fronts and lots of possibilities.



Second to none.

Whichever way you slice it, Nokia's PureView technology is without peer. The combination of optics, processing and a 41 Mp sensor delivers photographic prowess that puts most dedicated cameras to shame, never mind phone cameras. The detail, the zoom, the low light capabilities plus the Dolby Surround Sound, Xenon Flash and industry leading photo apps all add up to a new technological benchmark and more power to consumers.



Iconic.

Eos evolves the instantly recognisable design cues of the Lumia family. The elegant lines and gentle curves look and feel alluring, but it's punctuated by the bold signature of the camera deco plate. This strong, new element eludes to the photographic prowess of Eos. It's confident and striking, and introduces a stunning new face that differentiates from the rest of the market.



THE BIG IDEA

**SEEING IS
BELIEVING.**

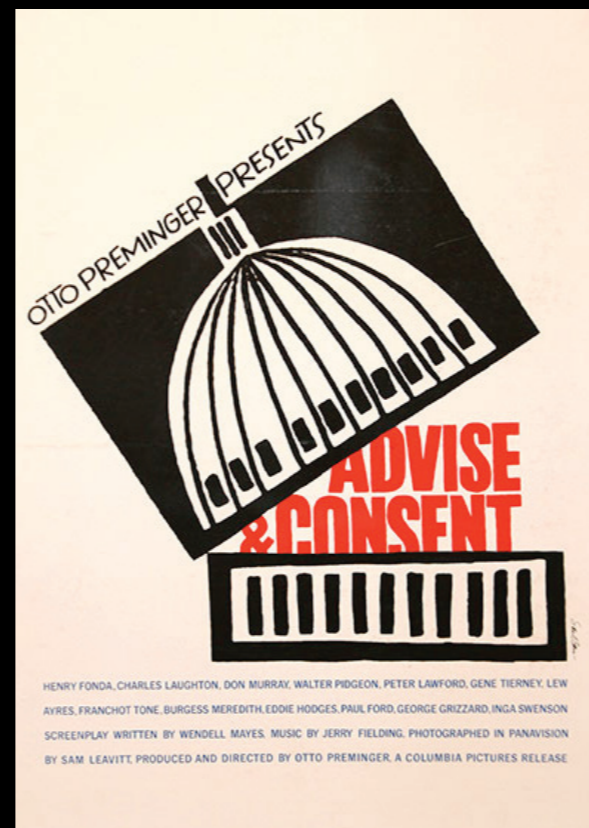
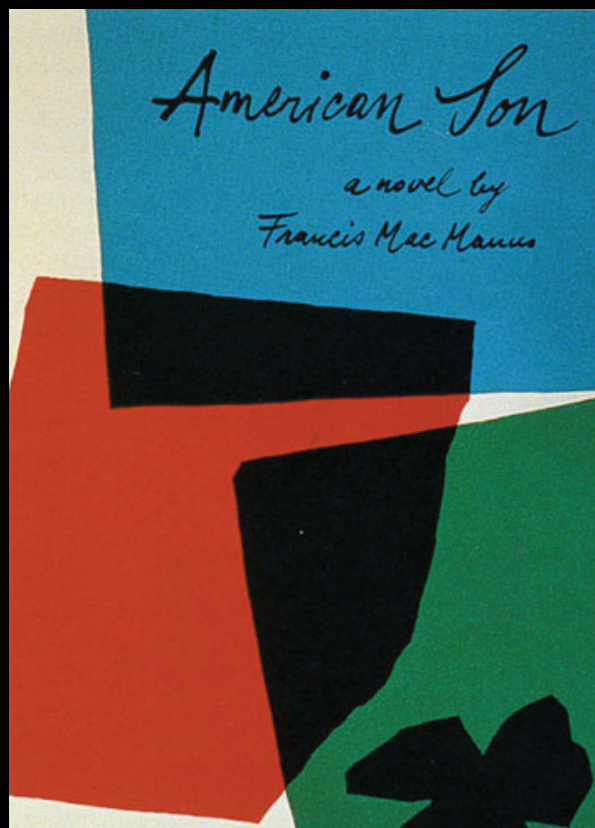
PRE-LAUNCH

Encourage curiosity
Raise anticipation
Increase awareness
Be playful

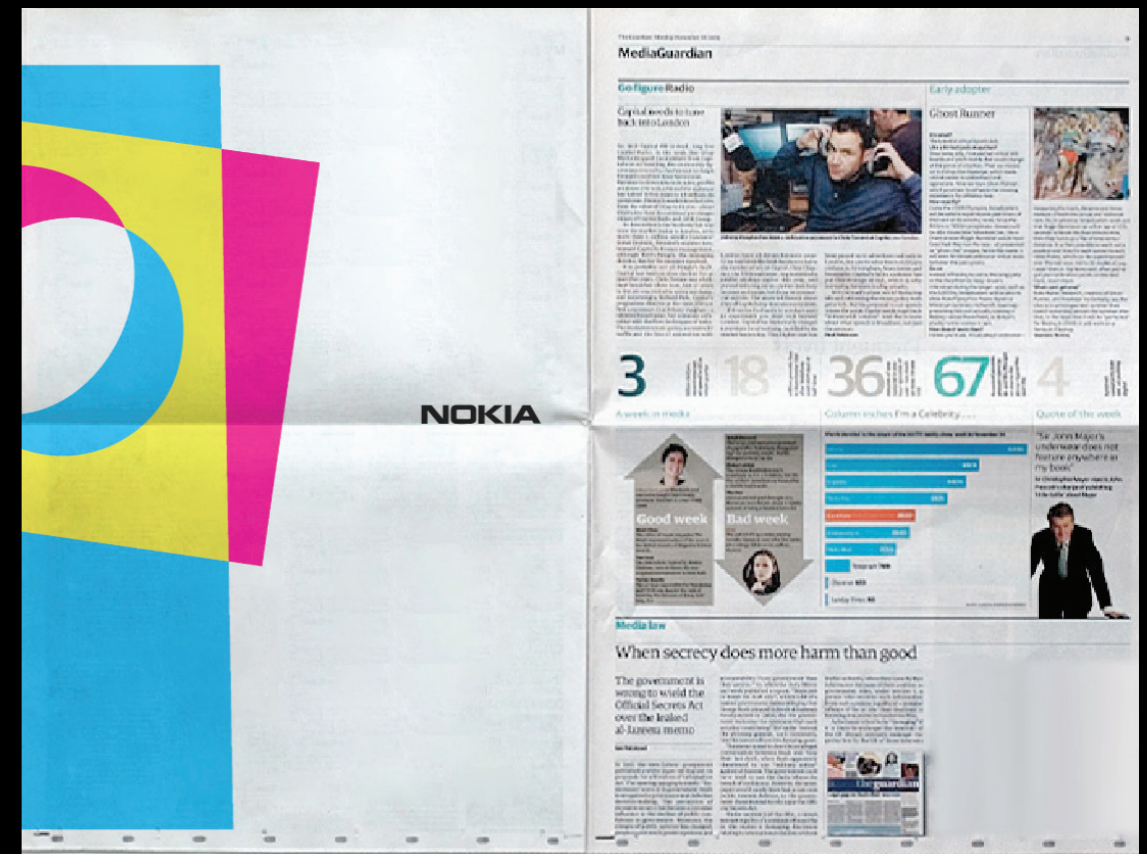
Creating an icon



When something becomes iconic you can drastically simplify that object. Even without the detail, it's still easily recognisable.



Creating an icon



Eos has a unique visual design and is instantly recognisable. You can start introducing that form through the visuals.

Missed moments



Photos taken with existing phone cameras suffer with inadequate light, blurring and pixelation - ruining those special moments.



LAUNCH

Make the product the star
Show a clear benefit
Don't be cryptic or clever
Don't try to please everyone
Be confident

Pureview language

We wanted to reduce the PureView message down to a really bitesize offering that could be repeated and reinforced through consistent communications.

PIXEL PERFECT

With a 41Megapixel sensor, we can spare pixels to help others. This over-sampling means for every pixel in an 8MP image there are a further 8 pixels telling it exactly what colour to be, what brightness to be. The result is an image of such sharpness, such vibrancy and such detail that you won't believe your eyes.

LOW LIGHTING

With a 41Megapixel sensor, we can spare pixels to help others. This over-sampling means Eos has 9 pixels capturing light instead of one. Think of it like having a much bigger eye to see in the dark – it works for owls, right? Brighter nocturnal images, less blur, more depth, more options and no more missing night time memories.

POWERFUL ZOOM

With a 41Megapixel sensor, we can spare pixels to help others. This over-sampling means a 4x loss-less zoom so you can get right into the action and still be sure of a HD shot. It even works with HD video, and with 7.1 Dolby Surround Sound your memories need never fade.

PIXEL PERFECT.

With a 41 Megapixel sensor, we can spare pixels to help others. The result is an image of such sharpness, such vibrancy and such detail that you won't believe your eyes.



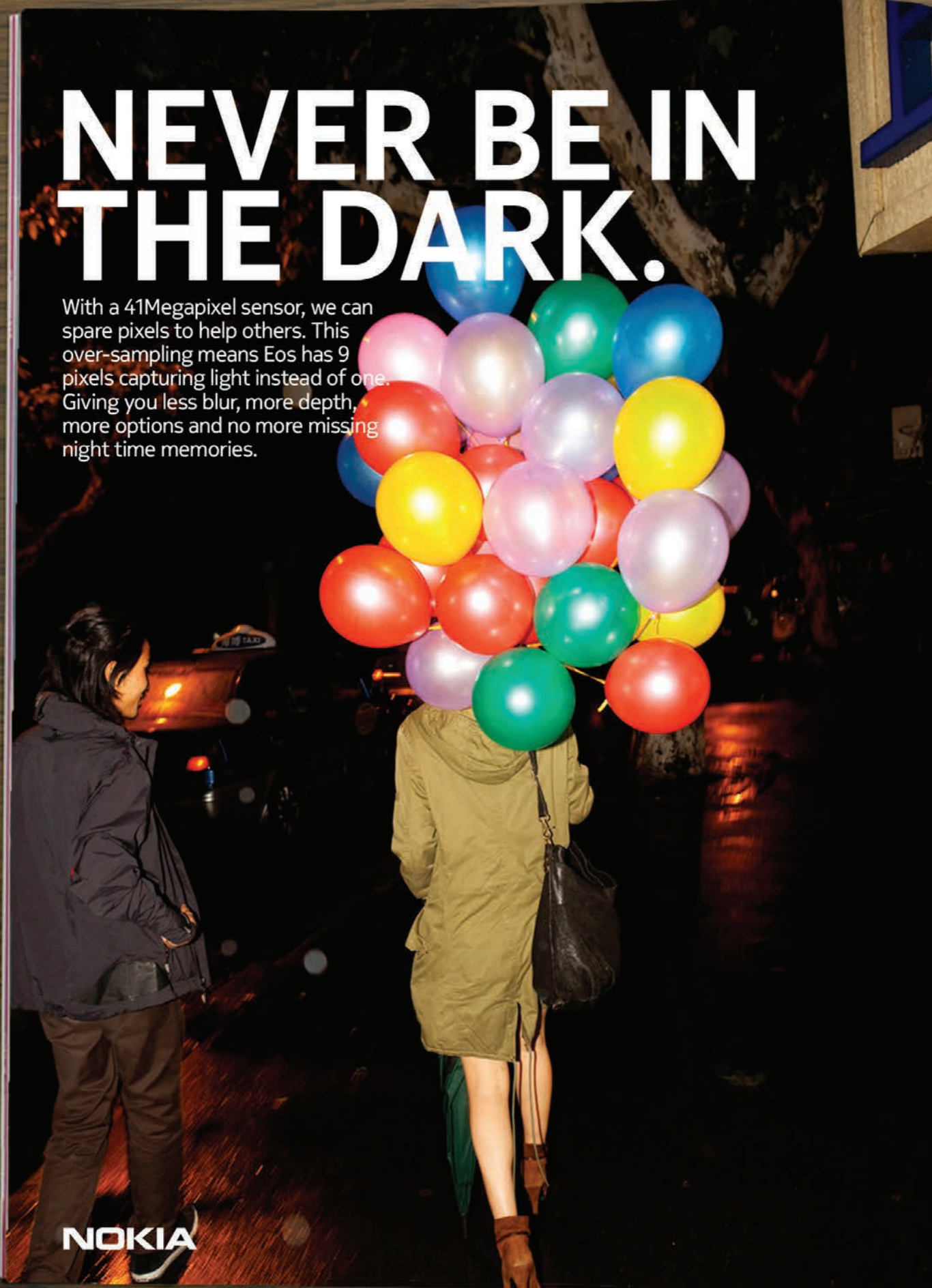
NOKIA



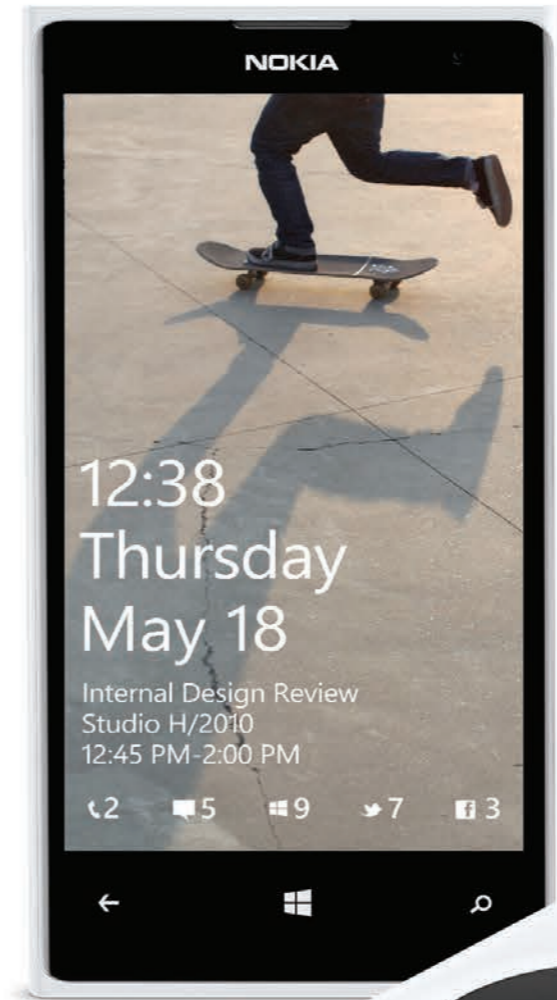
The new Nokia Lumia Eos
with PureView technology.

NEVER BE IN THE DARK.

With a 41Megapixel sensor, we can spare pixels to help others. This over-sampling means Eos has 9 pixels capturing light instead of one. Giving you less blur, more depth, more options and no more missing night time memories.



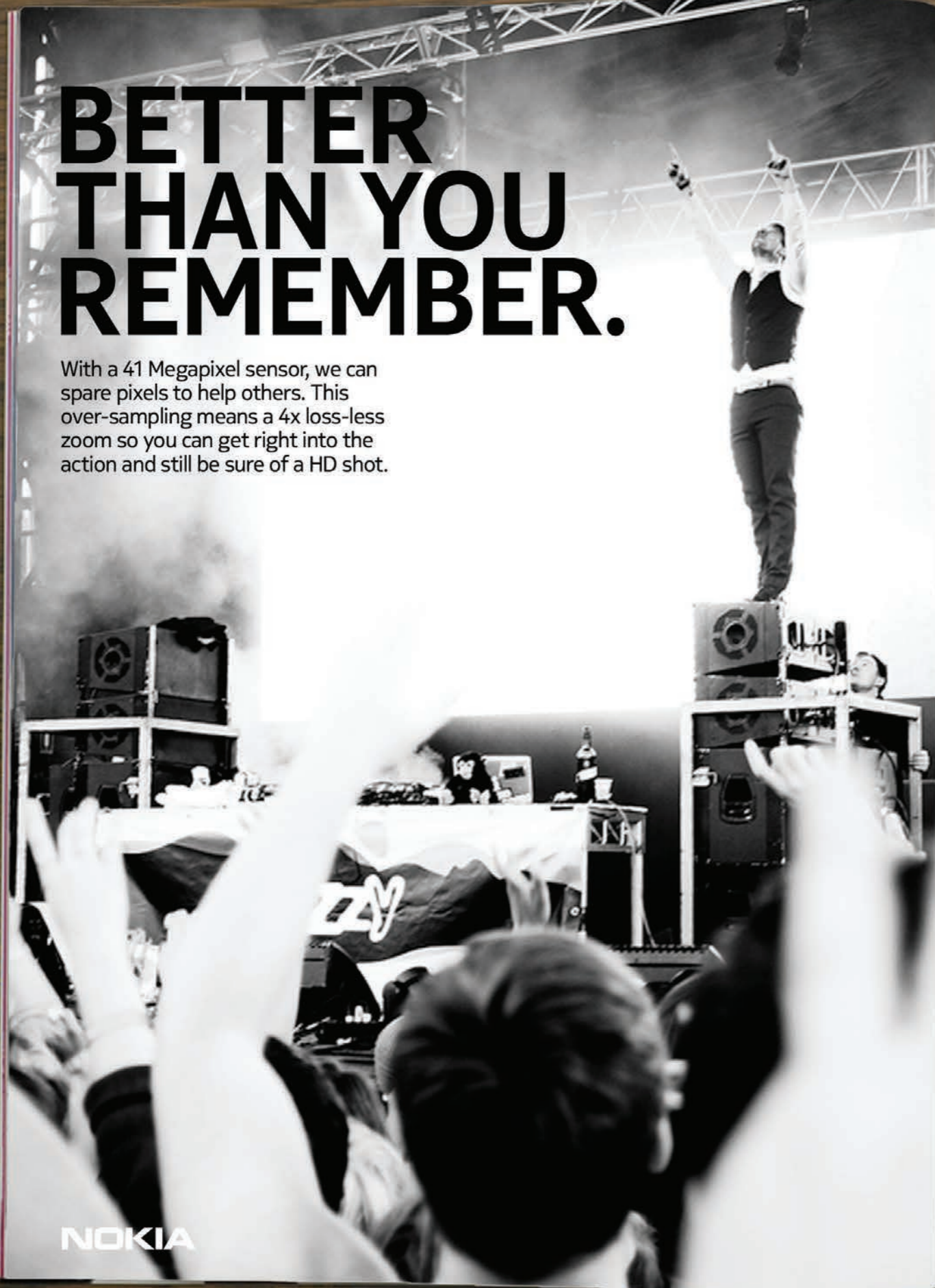
NOKIA



The new Nokia Lumia Eos with PureView technology.

BETTER THAN YOU REMEMBER.

With a 41 Megapixel sensor, we can spare pixels to help others. This over-sampling means a 4x loss-less zoom so you can get right into the action and still be sure of a HD shot.



NOKIA



The new Nokia Lumia Eos
with PureView technology.

NOKIA

Products Design & innovation About us Support

LUMIA EOS PUREVIEW

360° [Color Selection]

SEEING IS BELIEVING
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed.

Flush camera window
Easy to clean generous chamfer in camera plate protects glass against scratches.

POWERFUL ZOOM
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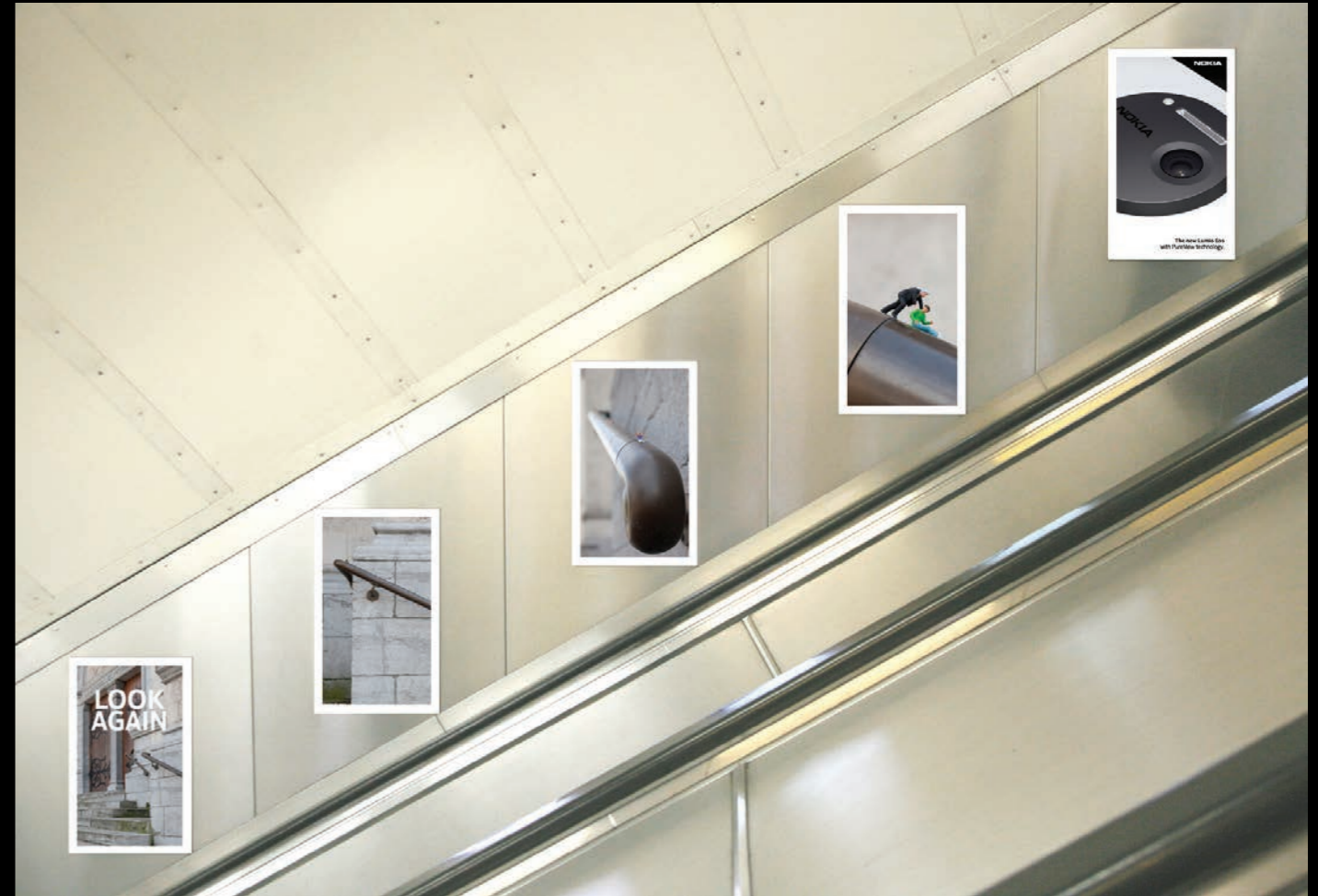
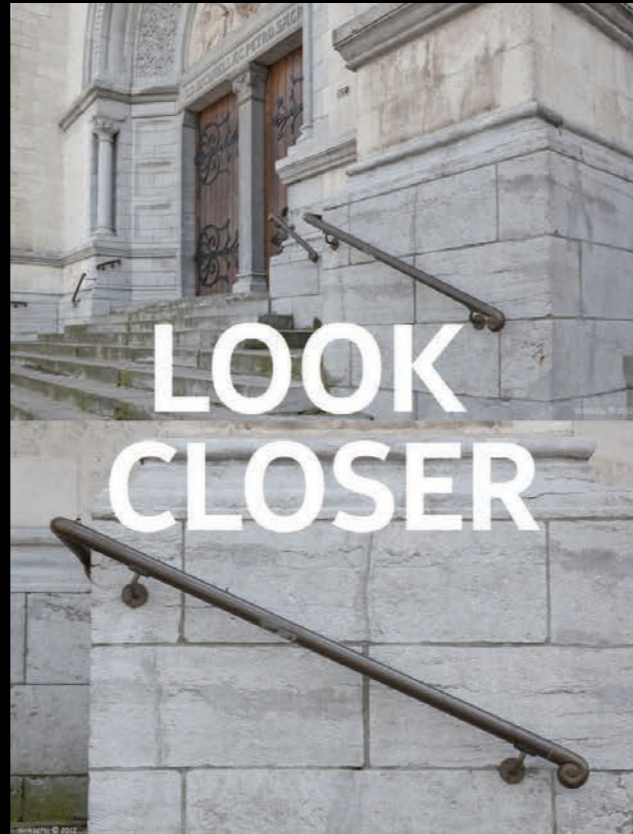
PIXEL PERFECT
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

LOW LIGHTING
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

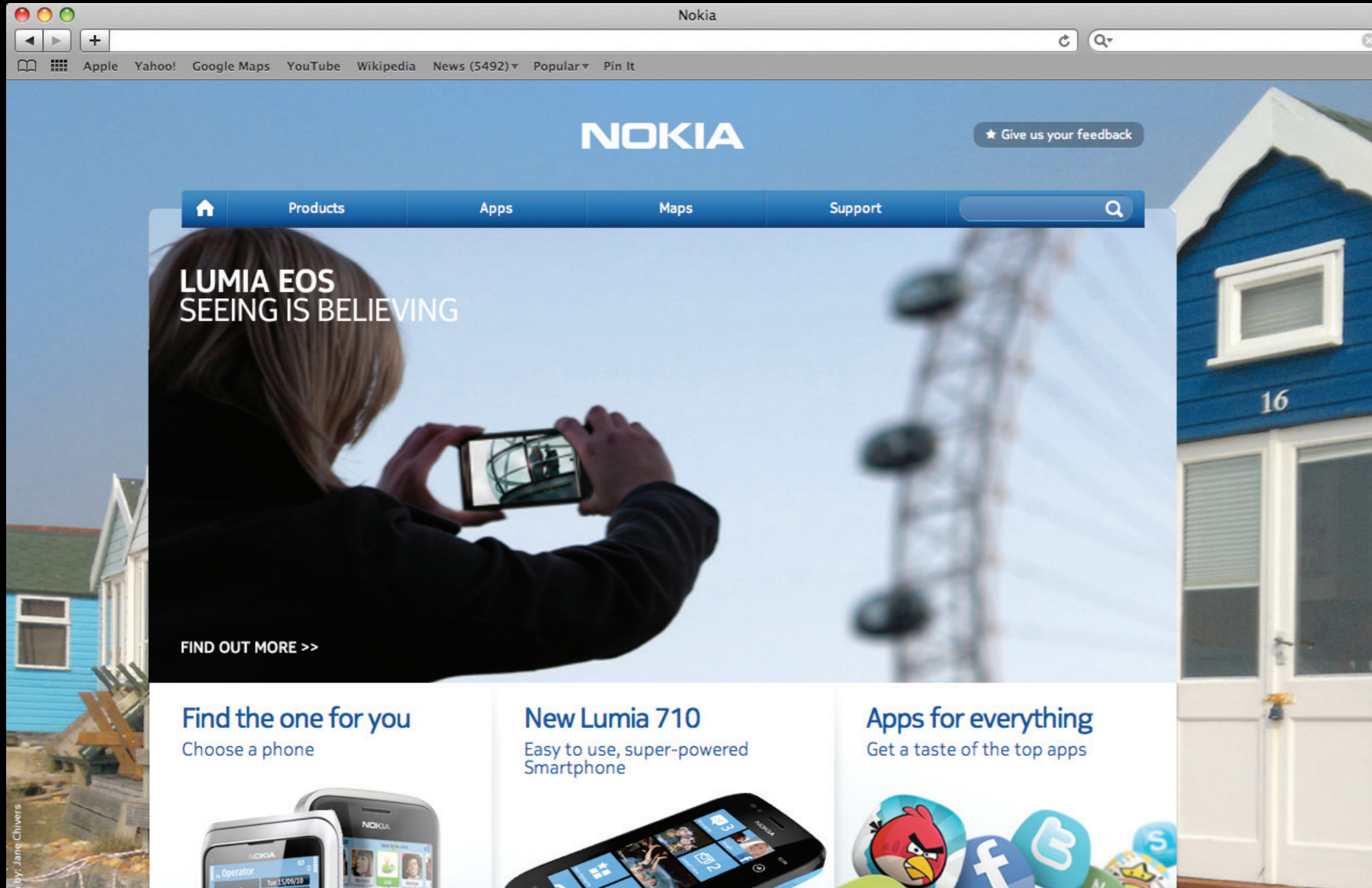
196 Like 13 Tweet

Telling the Eos story in a clear and concise way. Plus highlighting three clear benefits of the PureView technology.

Look Again – Zoom



Visual play on Eos's powerful zoom. The strap line speaks to the product and the images.



Clear communication – immediate understanding of what this device does. Be confident, let the product be the star.

Replacing camera technology



Posters focusing on those spontaneous moments when you wish you had more than your camera phone with you.

Beauty in the detail

http://pinterest.com/nokiadesign/

Connecting Nokia Google.co.uk Apple Yahoo! Google Maps Wikipedia News (13308) Popular Pin It

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Seeing is believing Like

Nokia Design Edit Board 2,376 followers, 76 pins

Banksy
1 repin
plentyofcolour.com

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plentyofcolour.com

Name
plentyofcolour.com

On holiday in Cyprus
plentyofcolour.com

Tiny detail
1 repin
plentyofcolour.com

This makes me smile.
plentyofcolour.com

Single daisy
plentyofcolour.com

White elephant sculpture

Nokia Pinterest board – capturing those unusual moments and details in life. Pinterest and Facebook are trusted word of mouth and tangible examples of sites that can drive the trust forward. Seeing is believing.

Retail/Point of sale

Placing Eos in context of how camera technology has evolved.

THE NEW LUMIA EOS WITH PUREVIEW TECHNOLOGY

Nokia N8 – 12MP
2010

4000 x 3000 pixels
720p video@25 FPS
Carl Zeiss optics
Autofocus
Xenon flash
1/1.83" sensor size
ND filter
Geo-tagging
Face detection

Nokia N86 – 8MP
2009

3264 x 2448 pixels
VGA Video@30 FPS
Carl Zeiss optics
Dual LED flash
Autofocus
Xenon flash
28mm wide

Nokia N95 – 5MP
2007

2592 x 1944 pixels
VGA video@30 FPS
Carl Zeiss optics
LED flash
Autofocus

Nokia N73 – 3.2MP
2006

2048 x 1538 pixels
Video/CIF video calling
Carl Zeiss Tessar optics
LED flash
Autofocus
20x digital zoom

No
20

1600 x 1200 pixels
Video/CIF video calling
Carl Zeiss optics
LED flash
Autofocus

N
2

1280 x 960 pixels
Video

N
0
2



POST-LAUNCH

Keep momentum
Continue generating enthusiasm
Maintain energy from launch
Be consistent

Product placement



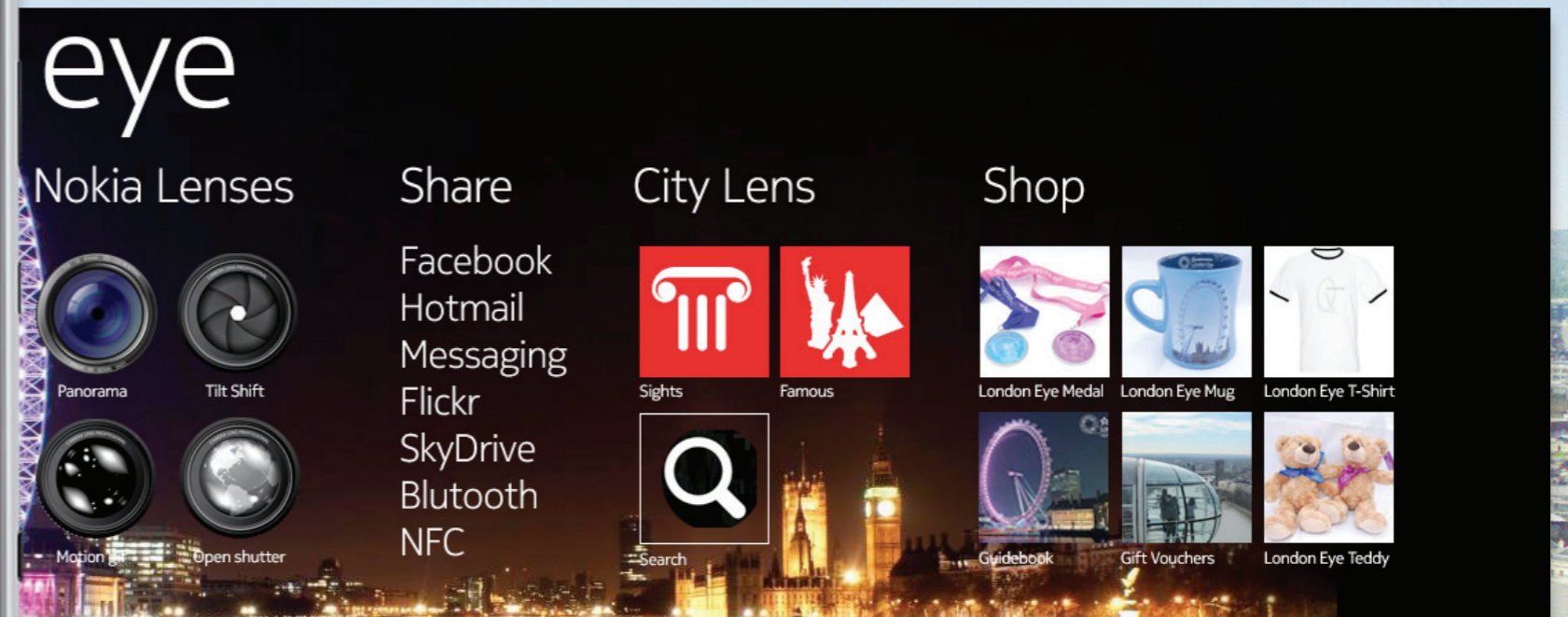
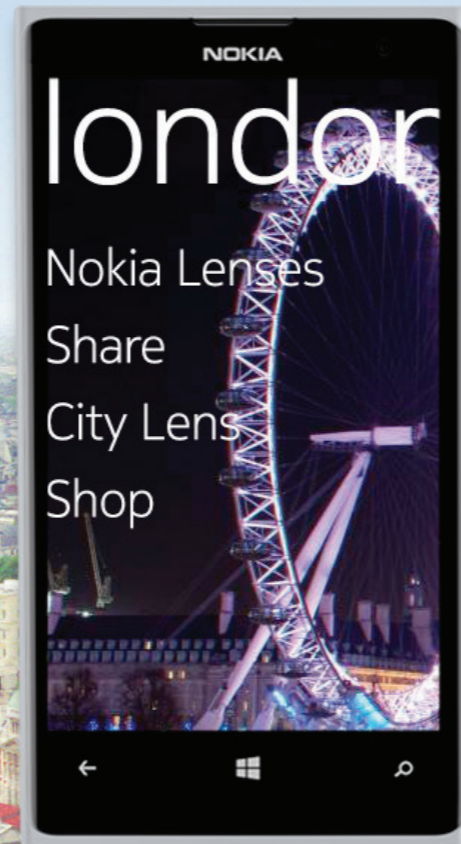
Let the product do the talking. Get Eos into the hands of consumers so that they can personally experience the power of the PureView. This would provide an opportunity to link back to social networking sites.

Smart Partnerships

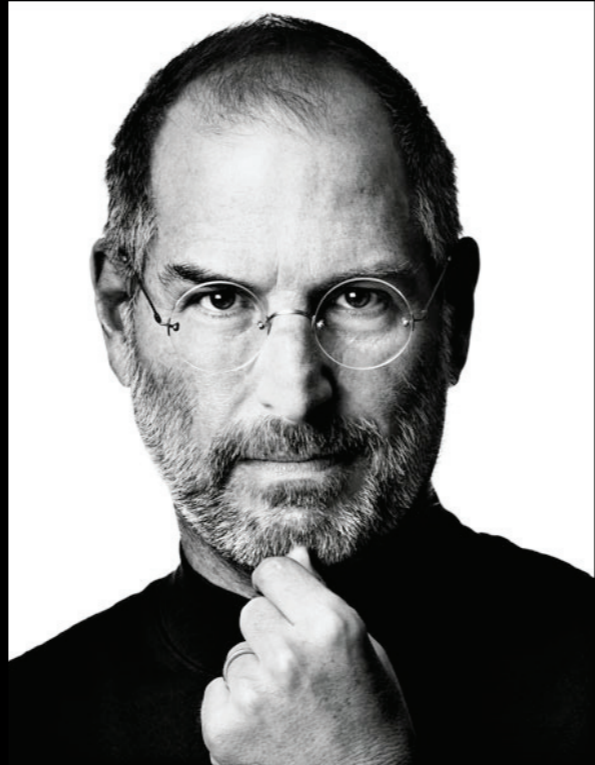
London Eye, London and Condition One 3rd Party App

Customised app which promotes both brands and use of relevant 3rd party apps such as immersive camera and video technology from Condition One.

<http://vimeo.com/43866507>

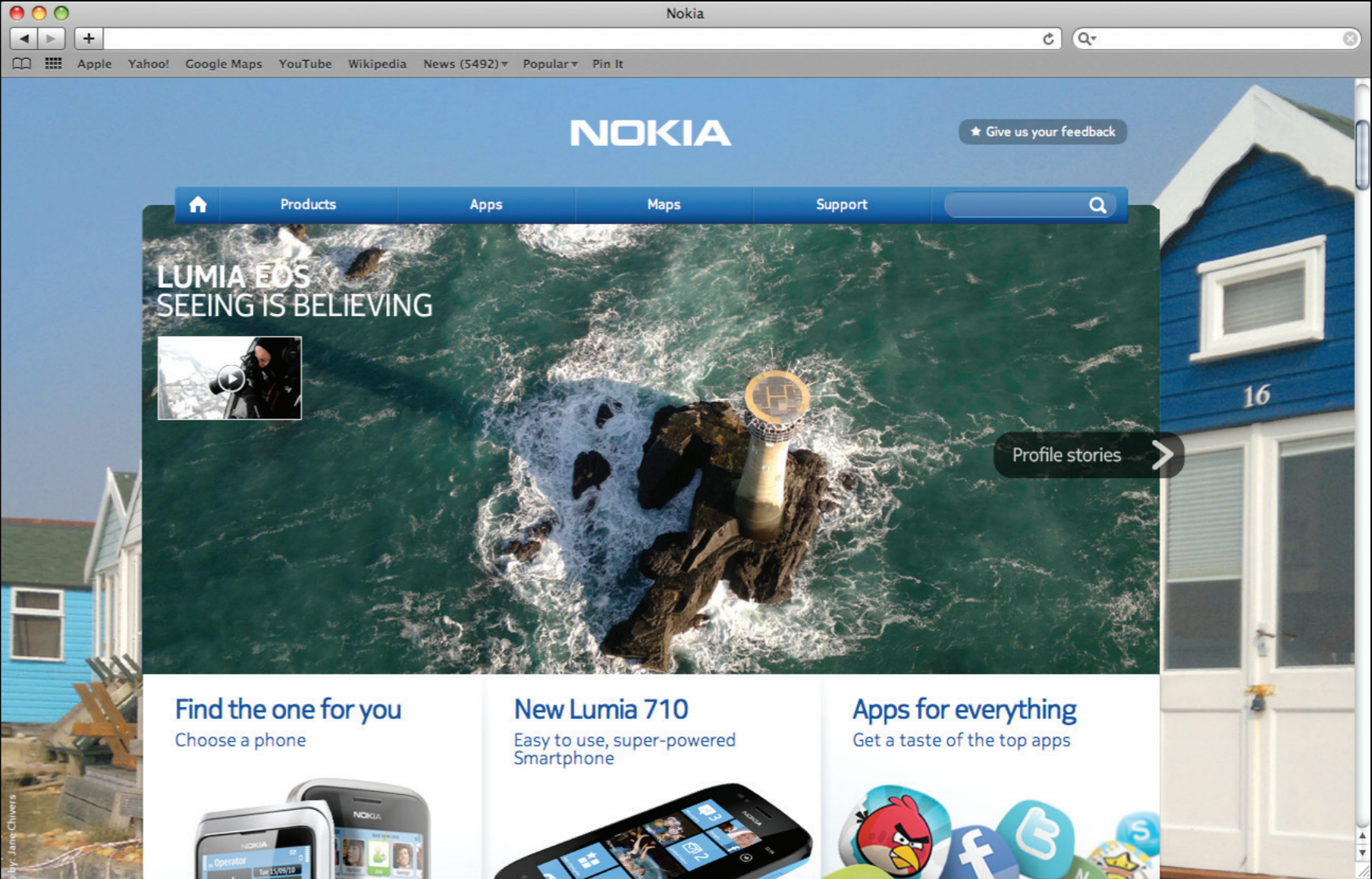
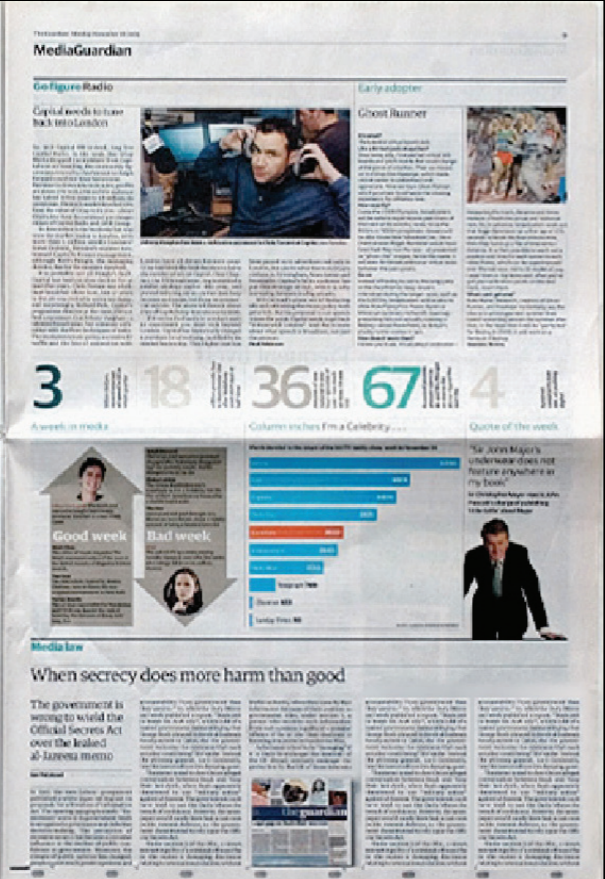


Product ambassadors



Jason Hawkes – Aerial
photographer
Martin Parr – documentary
photographer
Albert Watson – Portrait
photographer
Sony Initiative with African
children

Profile films – Professional photographers



Creating captivating stories that are centred around photography. Drive traffic to Nokia.com/eos.

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JASON HAWKES'
AERIAL PHOTOGRAPHY
WITH THE NOKIA
LUMIA 920

Martin Parr
Albert Watson
Michel Comte
Bruce Weber
Donovan Wylie
Michel Momy
Alec Soth
and
Antoine Verglas

SEEING IS BELIEVING



PLUS: ENTER THE PROFESSIONAL PHOTOGRAPHER OF THE YEAR AWARDS

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