

Nokia Mobile Phones

industry:: media & communications

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Technology
that means
Business

multilingual solution

custom-developed applications

database-driven branding site

dynamic content updates

About Nokia Mobile Phones

Nokia is the world leader in mobile communications. Backed by its experience, innovation, user-friendliness and secure solutions, the company has become the leading supplier of mobile phones and a leading supplier of mobile, fixed broadband and IP networks. By adding mobility to the Internet, Nokia creates new opportunities for companies and further enriches the daily lives of people. Nokia is a broadly held company with listings on six major exchanges.

The Situation.

The Nokia team needed a set of Web-based solutions to help promote its products and services throughout Latin America. Top on the priority list was a new Ringtone Web site – where visitors could logon, purchase and download new tones for their mobile phones. For the Nokia Latin America Division, all solutions would require fresh creative thinking, direct consultation and powerful programming.

The Solution.

DataGlyphics worked with Nokia to build the **first** downloadable-Ringtone Web site in all of the Americas. DataGlyphics also developed a Nokia branding site in English and multiple dialects of Spanish using DataGlyphics' *fluentC Technology™* for multilingual content management. And to help Nokia monitor its client marketing campaigns throughout Latin America, DataGlyphics created a secure marketing Extranet that also enabled customers to login and purchase affinity products from their co-op point accounts.

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