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Nokia launches phones for poor

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Stockholm - Nokia on Thursday announced the launch of seven low-end, new phones at an event in New Delhi, India.

The company said the phones will be available in the second and third quarter in select markets for estimated retail prices, before applicable taxes and subsidies, of between €35 and €90 (R331.96 and R853.75 respectively).

The Nokia 1200 and Nokia 1208 include a call-time tracking feature, which helps manage airtime costs by allowing consumers and village phone entrepreneurs to preset a time or cost limit on individual calls, automatically ending the call after the limit has been reached.

A multi-phonebook lets customers set up personal phonebooks unique to that user and save specific contacts to that user's phonebook, enabling an entire family to share a phone, and for each of the family members to manage their own phonebook.

The Nokia 1200 will be available in the second quarter with an estimated retail price of €35, while the Nokia 1208 will be available in the third quarter with estimated retail price of €40.

Entry-level phone Nokia 1650 also comes with the call-time tracking feature, as well as with a flashlight, music-on-the-go via FM radio and MP3-grade ringtones. Nokia estimates that the retail price for the Nokia 1650 will be around EUR55.

The Nokia 2660 features GPRS technology for e-mail and Internet access, Bluetooth support, music on-the-go via FM radio, MP3 ring tones as well as enough memory for a 500-entry phonebook. It will cost around €85. Both the Nokia 1650 and Nokia 2660 will be available in the second quarter.

The Nokia 2630 is the thinnest handset in Nokia's portfolio at a mere 9.9 millimeter. It aims to meet the needs of emerging market consumers and features a camera combined with Bluetooth technology allows images to be sent, shared, stored and printed, as well as e-mail, MMS, calendar, a calculator and FM radio.

The Nokia 2760 features a digital camera, giving many emerging markets consumers their first experience with digital photography, and Bluetooth technology to make it easy to share the photos that they capture. The Nokia 2760 also features video recording, video playback, and FM radio, as well as GPRS.

The Nokia 2630 and Nokia 2760 will be available in the third quarter. The Nokia 2630 will cost around €85 the Nokia 2760 around €90.

The Nokia 2505 is a CDMA phone and is expected to be available in selected markets in Asia/Pacific, Middle East, Africa, China and Latin America during the second quarter.

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