

**EGG**

**TOUCH SCREEN COMMUNICATION  
PRODUCT**

NDCUK - MARCH 99



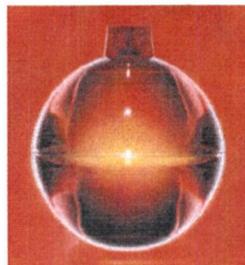
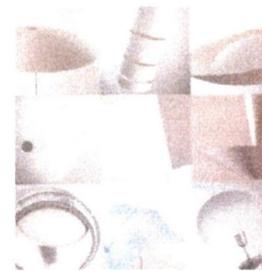
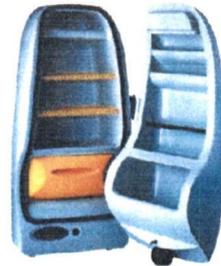
## **EGG - MISSION STATEMENT**

**THE PURPOSE OF THIS PRODUCT IS TO UTILISE 'TOUCH SCREEN' TECHNOLOGY AND  
DRAW UPON THE QUALITIES OF SIMPLICITY AND USER FRIENDLINESS IN OUR MOST  
BASIC PRODUCTS.**

# EGG PEOPLE



EGG STUFF



## EGG CONCEPTS

**EGG ONE** - A SUCCESSOR IN THE 5110, 3210 SERIES OF PHONES.

A CORE ENGINE WITH A LARGE TOUCH SCREEN INTERFACE HAS 'BASIC' PHONE FUNCTIONALITY.

THE USER CAN BUY AND CHANGE ADDITIONAL A AND B COVERS. THE TOUCH SCREEN GRAPHICS (FONTS, ANIMATIONS, ETC.) CAN ALSO BE CHANGED.

A NOKIA WEBSITE CONTAINS SAMPLE DESIGNS FOR KEYHOLE SHAPES, WINDOW STYLES, EARPIECE & MIC DETAILS. THE USER CAN CHOOSE FROM THE EXAMPLES OR DESIGN THEIR OWN, RAPID PRODUCTION MILLING MACHINES ARE THEN USED TO CUT THE HOLES AND DETAILS FROM BLANKS. A USER-DESIGNED GRAPHIC WHICH INCLUDES THEIR NAME IS APPLIED BY 3D PRINTER, AND THE CUSTOMER RECEIVES THE A AND B COVERS A FEW DAYS LATER. THE CUSTOMER CAN DECIDE TO PUT THEIR DESIGN IN A DATABASE, IF THE DESIGN IS CHOSEN BY ANOTHER CUSTOMER THE ORIGINATOR RECEIVES \$1 OFF THEIR NEXT COVER. IF 25 PEOPLE CHOOSE THAT DESIGN, THEY GET A FREE COVER.

NEW GRAPHICS AND RING TONES CAN ALSO BE DOWNLOADED. UNOFFICIAL USER GROUP WEBSITES REPORT THAT SOON CUSTOMERS WILL ALSO BE ABLE TO DESIGN THESE.

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*I HAVE A LUNCH MEETING*  
*HOW WAS YOUR TRIP LAST NIGHT?*  
*Frank. Ask us to take over.*



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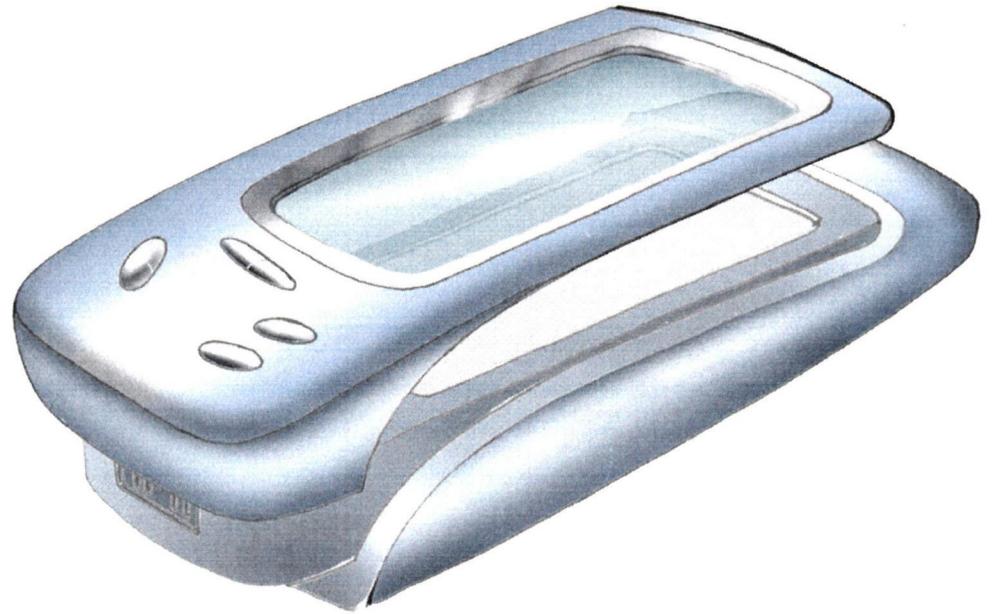
**NOKIA**  
DESIGN

**EGG TWO** - A SEMI-INTELLIGENT CORE ENGINE WITH LARGE TOUCH SCREEN INTERFACE AND 'BASIC' PHONE FUNCTIONALITY. THE STANDARD COVER WHICH COMES WITH THE PHONE CONTAINS ONLY A CHIP WHICH STORES THE USER'S PIN CODE TO ACCESS THE PHONE. OTHER 'INTELLIGENT' COVERS ADD FUNCTIONALITY, FOR EXAMPLE:-

**BUSINESS TRAVELLER** WHEN CHECKING INTO A BRITISH AIRWAYS FLIGHT, TRAVELLERS CAN RENT A PHONE COVER FOR THE DURATION OF THEIR TRIP. BUSINESS AND FIRST CLASS TRAVELLERS RECEIVE COMPLIMENTARY COVERS. THE COVER CONTAINS MAPS OF THE CITY BEING VISITED, EMERGENCY NUMBERS, TRANSLATOR, CURRENCY CONVERTOR AND RESTAURANT GUIDE. TRAVELLERS RECEIVE FREE ACCESS TO THE CNN AND FT WEBSITES.

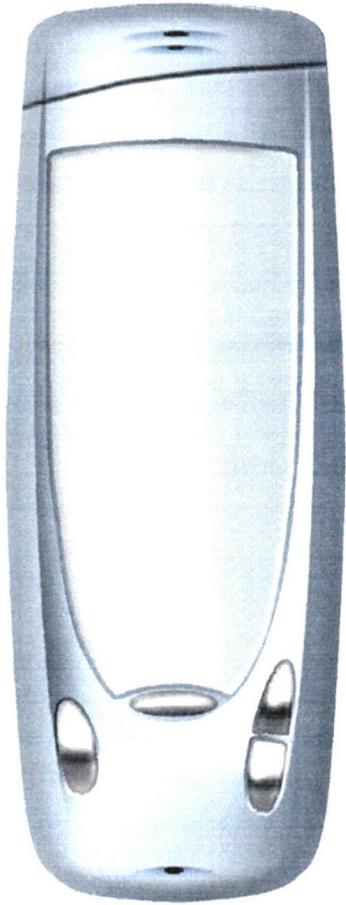
**MANCHESTER UNITED** MADE UNDER LICENSE IN MANCHESTER UNITED TEAM COLOURS. SUPPORTER USERS RECEIVE REGULAR UPDATES ON ALL TEAM NEWS (TRANSFERS, TEAM SELECTIONS, SHARE PRICES) AS WELL AS OTHER PREMIER LEAGUE NEWS. THE COVERS ARE ONLY SOLD THROUGH THE TEAM SHOP, AND USERS RECEIVE FREE ACCESS TO THE MANCHESTER UNITED WEBSITE. CUSTOMERS OF MANCHESTER UNITED BANK ALSO RECEIVE FREE ONLINE BANKING AND FINANCIAL ADVICE.

**WINTER SPORTS** PROMOTED THROUGH NOKIA'S SPONSORSHIP OF THE WINTER ENTHUSIAST OLYMPICS. THE COVER MAKES THE PHONE WATERPROOF AND OPERATIVE AT MINUS 60 DEGREES. IT CONTAINS A THERMOMETER, INTERNATIONAL SKI PASS AND DISTRESS BEACON WHICH OPERATES FOR ONE WEEK ON ITS EMERGENCY BATTERY. USERS RECEIVE FREE ACCESS TO THE METEOROLOGICAL OFFICE, WORLD SNOWBOARDING FEDERATION, AND SALOMON WEBSITES.



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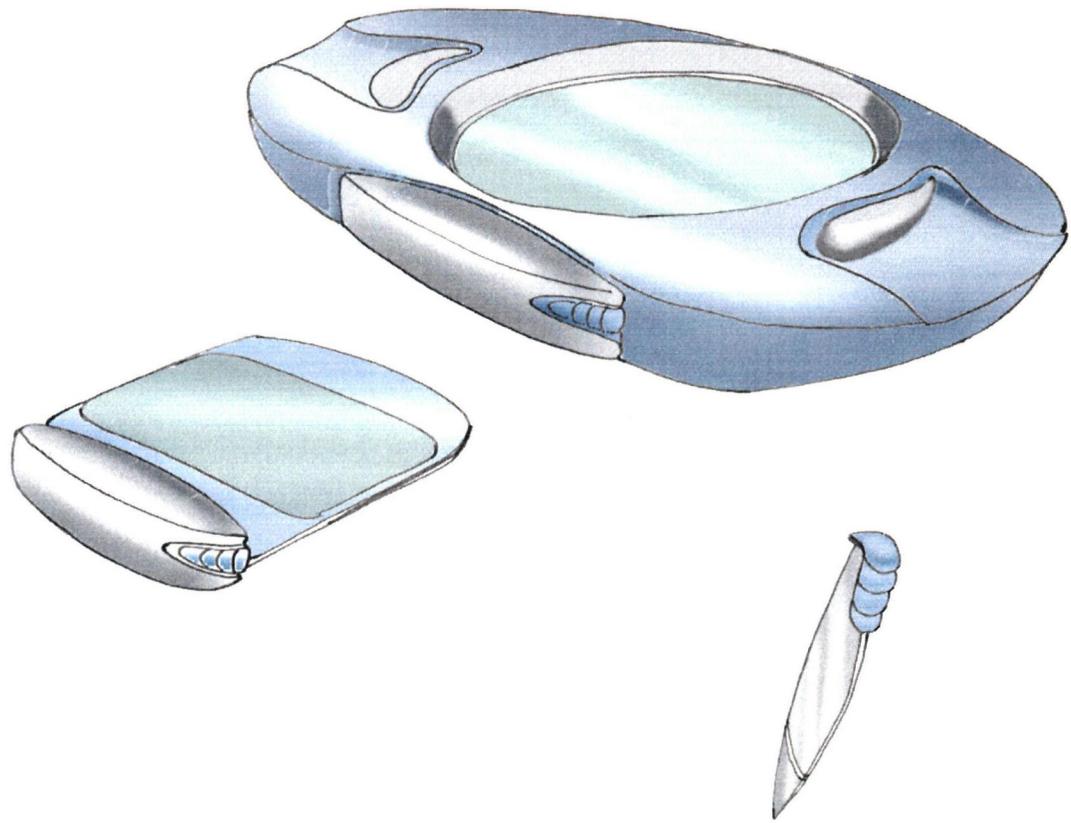
**EGG THREE** - THIS CONCEPT REPRESENTS A RE-EVALUATION OF THE PRIMARY FUNCTION OF THE MOBILE PHONE. ALTHOUGH IT CAN BE USED TO MAKE VOICE CALLS, IT IS DESIGNED AS A MESSAGING PRODUCT:

USERS ARE ABLE TO LOG ON TO CHAT ROOMS, ONE IS RUN BY NOKIA BUT THERE ARE MANY OTHERS. ANY NUMBER OF USERS CAN BE LOGGED ON AT ONE TIME, THIS IS THEREFORE ESSENTIALLY TEXT BASED TELECONFERENCING. USERS CAN ALSO SET UP PRIVATE CHAT ROOMS, WHERE ONLY THOSE WHO KNOW THE PASSWORD CAN LOG ON.

CAN ALSO BE USED TO SEND AND RECEIVE E-MAIL.

TOUCH SCREEN CAN BE WRITTEN ON TO SEND HANDWRITTEN MESSAGES AND DRAWINGS.

DESIGNED TO BE EASILY ACCESSORISED





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