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Simplitatea și concepția este în centrul primului produs licențiat-marca Nokia Espoo. Finlanda - Nokia a anunțat astăzi N1, primul Nokia-branded Android™ tableta.

N1 este inovatoare, are o interfață predictivă Nokia Z Launcher, și un design industrial cu atenție artizanală de către Nokia, cu accent pe simplitate.

N1 va fi adus pe piață în T1 2015 printr-un acord de brand-licențiere cu un partener producător de echipamente originale (OEM), responsabil pentru producție, distribuție și vânzări.

"We are pleased to bring the Nokia brand back into consumers' hands with the N1 Android tablet, and to help make sophisticated technologies simple," said Sebastian Nyström, Head of Products at Nokia Technologies, who announced the N1 at the Slush technology conference in Helsinki. "The N1 has a delightfully intuitive interface and an industrial design to match it. This is a great product for Nokia fans and everyone who has not found the right Android tablet yet."

Consumers use and manage a large set of applications in their digital lives. The N1 makes that easy with the Z Launcher, which allows users to scribble a letter or two to find their content quickly. Over time the Z Launcher learns what applications are in use, and predicts and highlights the applications consumers are expected to want based on time of day and location.

The industrial design of the N1 is deliberately developed to match the elegant simplicity of the interface. It has a unique one-piece aluminum design with a soft finish in both Lava Grey and Natural Aluminum colors that make it stand out from other tablets. The 7.9" laminated display sits in a 6.9mm thin and light design that makes the device comfortable to hold even with one hand. A 2.4Ghz Intel® Atom™ quad-core processor provides great performance for the Android Lollipop operating system on the N1.

The N1 is planned to be available for purchase in China in Q1 2015 for an estimated USD 249 before taxes, with the anticipation of expanding sales to other markets.

In addition to the Nokia brand, Nokia is licensing the industrial design, Z Launcher software layer and IP on a running royalty basis to the OEM partner. The OEM partner is responsible for full business execution, from engineering and sales to customer care, including liabilities and warranty costs, inbound IP and software licensing and contractual agreements with 3rd parties.

The N1's industrial design and Z Launcher application originate within the Nokia Technologies business, which is focused on strengthening Nokia's industry-leading innovation portfolio through patent, technology and brand licensing.

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