

A corporate type

**A corporate typef**

A corporate typefa

**A corporate typefac**

A corporate typeface

**A corporate typeface f**

*A corporate typeface fo*

A corporate typeface for

A corporate typeface for N

**A corporate typeface for No**

**A corporate typeface for Nok**

**A corporate typeface for Noki**

**A corporate typeface for Nokia.**

Nokia Sans Light

Nokia Sans Regular

Nokia Sans SemiBold

**Nokia Sans Bold**

Nokia Sans Wide Regular

**Nokia Sans Wide Bold**

*Nokia Sans Wide Italic*

Nokia Sans Condensed 

Nokia Sans Title SemiBold


**Nokia Sans Title Bold**

Nokia Serif Regular

**Nokia Serif Bold**

The Nokia family of typefaces is extensive enough to solve all typographic problems – in print and on screen. The number of weights and versions is the result of an analysis of the possible applications, rather than designer whim or production madness.

Nokia Sans is the all-purpose centre of the family. The other versions have been designed with special applications in mind, while keeping a strong family resemblance.

44,252 employees, giving a response rate of 77 percent, **wide opinion survey of all Nokia employees. This is the highest yet and up by 7 percent from last year. It continues Nokia's tradition of excellent participation**  **in its annual benchmarking of how employees perceive the company's performance against Nokia Values as**

While each series was designed with specific applications in mind (see page 4), they all share common characteristics and a strong family resemblance.

All the weights and versions of the Nokia corporate typeface can work together on the same line, the same paragraph, the same document. Together, they are Nokia's visual language.

# Nokia's face to the world

The questions asked in this year's survey were identical to those asked last year with three additional questions on Commitment. This was added as a new category to the ten categories used in previous surveys. The Commitment findings show that 89 percent of Nokia staff are personally committed to Nokia achieving its goals and 81 percent are, at this moment in time, committed to stay with Nokia. The overall satisfaction rating, which measures how

# Nokia's face to the world

The questions asked in this year's survey were identical to those asked last year with three additional questions on Commitment. This was added as a new category to the ten categories used in previous surveys. The Commitment findings show that 89 percent of Nokia staff are personally committed to Nokia achieving its goals and 81 percent are, at this moment in time, committed to stay with Nokia. The overall satisfaction rating, which meas-

# Nokia's face to the world

The questions asked in this year's survey were identical to those asked last year with three additional questions on Commitment. This was added as a new category to the ten categories used in previous surveys. The Commitment findings show that 89 percent of Nokia staff are personally committed to Nokia achieving its goals and 81 percent are, at this moment in time, committed to stay with Nokia. The overall satisfac-

# Nokia's face to the world

The questions asked in this year's survey were identical to those asked last year with three additional questions on Commitment. This was added as a new category to the ten categories used in previous surveys. The Commitment findings show that 89 percent of Nokia staff are personally committed to Nokia achieving its goals and 81 percent are, at this moment in time, committed to stay with Nokia. The overall satisfaction rating, which meas-

# Nokia's face to the world

The questions asked in this year's survey were identical to those asked last year with three additional questions on Commitment. This was added as a new category to the ten categories used in previous surveys. The Commitment findings show that 89 percent of Nokia staff are personally committed to Nokia achieving its goals and 81 percent are, at this moment in time, committed to stay with Nokia. The overall satisfaction rating, which meas-

10 20 30 40 50 60

Nokia Sans and Nokia Serif appear larger than other typefaces. That is because the lower-case characters are quite large, compared to the capital letters.

Used at the same optical size, the Nokia typefaces occupy less space than other fonts used in existing Nokia publications. It will be necessary to adjust the sizes or otherwise text in Nokia Sans or Serif will appear larger than other fonts.

One example: What used to be set in 10pt, can now be set in 9pt and will appear just as big.

Text set in the Nokia fonts could save up to 12% space over other fonts, while being at least as legible.

NokiaRotisArialMyriad

Hamburgefonstiv1234567890  
 Hamburgefonstiv1234567890  
 Hamburgefonstiv1234567890  
 Hamburgefonstiv1234567890  
 Hamburgefonstiv1234567890

Nokia Sans  
 Nokia Sans Bold  
 Myriad  
 Arial  
 Rotis

**Nokia Sans**

Short copy or heavily structured text – like instructions, manuals, intros, advertisements, listings – that doesn't require continuous reading over long periods, but where economy of space is an issue (like these captions).  
 Nokia Sans is a narrow typeface, compared to Myriad, Arial or Rotis, and accommodates up to 12% more characters in a line.

**Nokia Sans Wide**

For copy as Nokia Sans, but under difficult conditions: low contrast, modest resolution (on-screen, faxes, inkjet printing, product graphics), and for very small sizes (≤ 8pt). Character shapes are more clearly distinguished in a wider typeface, especially the counter (=inner) spaces of the letters, improving reading under those conditions and on certain media.

**Nokia Sans Title**

Headlines in print, packaging and advertising; product names, logo lock-ups (NokiaNet, NokiaPeople or similar) – maybe mixed with other weights or the Nokia logo.

**Nokia Sans Condensed**

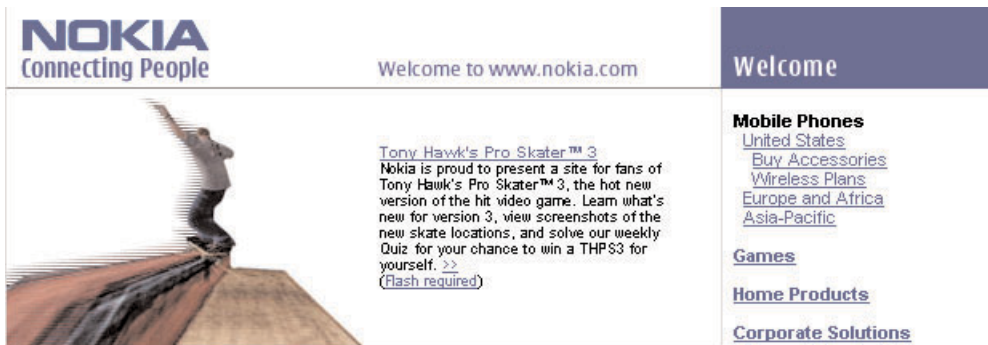
Short text in small spaces: packaging, stationery (especially business cards), spread-sheets, short manuals, headlines.

**NOKIA**

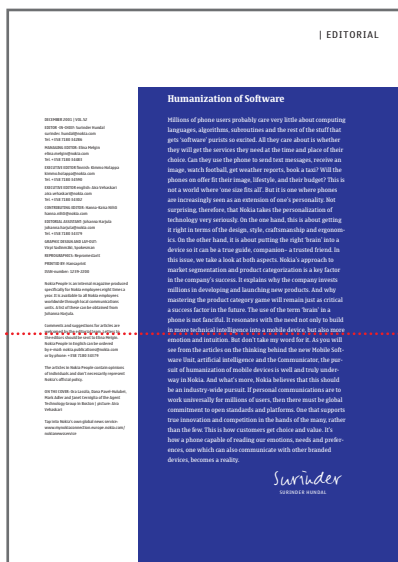
**Erik Spiekermann**  
 Corporate Design & Typographic Troubleshooting  
 368 Vallejo Street  
 94133 Nokiatown  
 Fonland  
 T 415-989-5949  
 F 415-989-5959  
 erik@spiekermann.com

**Nokia Serif**

Long text: magazines, reports, booklets, books, advertisements. Classical serif fonts are still preferred and thus more legible for "traditional" copy and for continuous reading.



NokiaNet  
 NokiaNet  
 NokiaNet  
 NokiaNet  
 NokiaNet



whether they will get the services they need at the time and place of their choice. Can they use the phone to send text messages, receive an image, watch football, get weather reports, book a taxi? Will the phones on offer fit their image, lifestyle, and their budget? This is not a world where 'one size fits all'. But it is one where phones are

Nokia Sans Wide  
**Nokia Sans Wide Bold**  
*Nokia Sans Wide Italic*

1.  
**Office package**  
 for correspondence, reports,  
 faxing and all electronic  
 communications requiring  
 on-screen reading;

Not everybody needs or wants the complete set of fonts – except, of course, professional graphic designers, typesetters and printers.

As the typefaces have been designed to solve specific problems, they will be distributed in separate packages, containing only the fonts required for certain communication tasks.

Nokia Sans Wide  
**Nokia Sans Wide Bold**  
*Nokia Sans Wide Italic*  
 Nokia Serif  
**Nokia Serif Bold**

2.  
**Publicity package**  
 for corporate communications;  
 internal & external reports  
 (laser-printed or distributed  
 as pdf files or electronic attach-  
 ments), magazines and other  
 publications like booklets, books,  
 newspapers.

Nokia Sans Wide  
**Nokia Sans Wide Bold**  
*Nokia Sans Wide Italic*  
**Nokia Sans Title SemiBold**  
**Nokia Sans Title Bold**

3.  
**Low-resolution package**  
 mainly for on-screen  
 designing, editing and reading.

All Nokia fonts



4.  
**Design package**  
 for all Nokia's needs in  
 corporate design, advertising,  
 product graphics, packaging  
 and publication design.

# NOKIA people



Nokia's internal employee magazine | 8/2001 | vol. 52

| Employee survey  
tells it like it is

| Java – the cream  
in 3 G's coffee

## Real brains behind artificial intelligence



...up pace with his companions  
...he hears a different drum  
...to be music which he hears  
...asured or far away.

DECEMBER 2001 | VOL.52

EDITOR -IN-CHIEF: Surinder Hundal  
surinder.hundal@nokia.com  
Tel. +358 7180 34286

MANAGING EDITOR: Elina Melgin  
elina.melgin@nokia.com  
Tel. +358 7180 34483

EXECUTIVE EDITOR finnish: Kimmo Holappa  
kimmo.holappa@nokia.com  
Tel. +358 7180 34590

EXECUTIVE EDITOR english: Aira Vehaskari  
aira.vehaskari@nokia.com  
Tel. +358 7180 34302

CONTRIBUTING EDITOR: Hanna-Kaisa Nihti  
hanna.nihti@nokia.com

EDITORIAL ASSISTANT: Johanna Harjula  
johanna.harjula@nokia.com  
Tel. +358 7180 34379

GRAPHIC DESIGN AND LAY-OUT:  
Virpi Sadinmäki, Spokesman

REPROGRAPHICS: Repromestari

PRINTED BY: Hansaprint

ISSN-number: 1239-2200

Nokia People is an internal magazine produced specifically for Nokia employees eight times a year. It is available to all Nokia employees worldwide through local communications units. A list of these can be obtained from Johanna Harjula.

Comments and suggestions for articles are welcomed by the editorial team. Letters to the editors should be sent to Elina Melgin. Nokia People in English can be ordered by e-mail: [nokia.publications@nokia.com](mailto:nokia.publications@nokia.com) or by phone: +358 7180 34379

The articles in Nokia People contain opinions of individuals and don't necessarily represent Nokia's official policy.

ON THE COVER: Ora Lassila, Dana Pavel-Hulubei, Mark Adler and Janet Cerniglia of the Agent Technology Group in Boston | picture: Aira Vehaskari

Tap into Nokia's own global news service:  
[www.mynokiaconnection.europe.nokia.com/nokianewsservice](http://www.mynokiaconnection.europe.nokia.com/nokianewsservice)

## Humanization of Software

Millions of phone users probably care very little about computing languages, algorithms, subroutines and the rest of the stuff that gets 'software' purists so excited. All they care about is whether they will get the services they need at the time and place of their choice. Can they use the phone to send text messages, receive an image, watch football, get weather reports, book a taxi? Will the phones on offer fit their image, lifestyle, and their budget? This is not a world where 'one size fits all'. But it is one where phones are increasingly seen as an extension of one's personality. Not surprising, therefore, that Nokia takes the personalization of technology very seriously. On the one hand, this is about getting it right in terms of the design, style, craftsmanship and ergonomics. On the other hand, it is about putting the right 'brain' into a device so it can be a true guide, companion – a trusted friend. In this issue, we take a look at both aspects. Nokia's approach to market segmentation and product categorization is a key factor in the company's success. It explains why the company invests millions in developing and launching new products. And why mastering the product category game will remain just as critical a success factor in the future. The use of the term 'brain' in a phone is not fanciful. It resonates with the need not only to build in more technical intelligence into a mobile device, but also more emotion and intuition. But don't take my word for it. As you will see from the articles on the thinking behind the new Mobile Software Unit, artificial intelligence and the Communicator, the pursuit of humanization of mobile devices is well and truly underway in Nokia. And what's more, Nokia believes that this should be an industry-wide pursuit. If personal communications are to work universally for millions of users, then there must be global commitment to open standards and platforms. One that supports true innovation and competition in the hands of the many, rather than the few. This is how customers get choice and value. It's how a phone capable of reading our emotions, needs and preferences, one which can also communicate with other branded devices, becomes a reality.

*Surinder*  
SURINDER HUNDAL