

Nokia, Zoopy partner for online imaging

Nokia and Zoopy.com announced today, Tuesday, 11 December 2007, that users of Nokia Nseries 'multimedia computers'/cameraphones will be able to directly upload, organise and share photographs and videos on the South African online media sharing platform, which has become Nokia's regional imaging partner for Africa.

The agreement, announced at the launch of the new Nokia N82 in Johannesburg, allows consumers to enjoy sharing their photos and videos with their friends, family and loved ones directly from Nokia Nseries devices. The Zoopy service can be easily configured and downloaded onto the devices from www.zoopy.com/nokia. At a later stage, the Zoopy service will be embedded in selected models of the Nseries range in South Africa.

"We are thrilled to partner with Nokia to create a really unique service for the South African mobile device user," says Jason Elk, CEO of Zoopy. The announcement of the partnership comes at the same time as the launch of the much-anticipated Zoopy v2.0.

Henri Mattila, Nokia's head of multimedia in South and East Africa added, "We have had similar imaging partnerships with global players and it is great to add a South African partner."

Variety of partners

Nokia is the world's largest digital camera manufacturer, with more than 140 million camera phones sold last year. Nokia works with a variety of partners to provide consumers with easy ways to share their video clips and photographs.

Bizcommunity.com will be testing the Nokia N82 over the festive season as participants in the "Storytelling Rediscovered" project (see www.zoopy.com/storytelling). The Nokia N82 is described by Nokia as the "latest multimedia computer optimised for photography, navigation and internet connectivity".

"The evolution of camera capabilities in mobile devices has been very fast over the past years. With the Nokia N82 we have reached a superior level in image quality, speed and ease of use that not only outperforms any other cameraphone on the market, but is also an alternative for single purpose digital still cameras," says Henri Mattila, Nokia's head of multimedia in South and East Africa.

"In addition to the high-end camera, the Nokia N82 also enables you to navigate and discover new places, enjoy your music, browse the web, play games, chat online and be part of the global web 2.0 community wherever you go."

With a five megapixel camera, the new powerful Xenon flash and Carl Zeiss optics, the Nokia N82 delivers vivid photographs, even in low-light conditions. It has fast camera activation, autofocus with a dedicated autofocus assist lamp,

fast reloading between shots and DVD-like quality video capture. The 2GB microSD card in the standard Nokia N82 sales package stores up to 900 high-resolution photos or up to 84 minutes of high quality video on the device.

The Nokia N82 also has high speed Wi-Fi connectivity and one-click uploading to online communities such as Zoopy.com.

For more, visit: <https://www.bizcommunity.com>