

Nokia partners with Kenyan photographers

By Carole Kimutai: @CaroleKimutai

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Phone maker Nokia has partnered with Kenyan photographers to launch the Nokia 808 PureView smart phone. The launch could be Nokia's strategy to enter the high-end mobile imaging market now that Android phones are threatening to push it out of the mobile market.

Nokia demonstrated PureView's imaging features locally by partnering with renowned Kenyan photographers - Boniface Mwangi, Joe Makeni, Mutua Matheka, Mwangi Kirubi and David Mutua - who showcased some of their greatest moments as captured through the lens of the Nokia 808 at a photography exhibition held at the Nairobi National Museum.

Life with the Nokia 808 Pureview



The Nokia 808 PureView smart phone

Source: press.nokia.com

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The photo exhibition was the culmination of an awareness campaign themed "Life as we know it with the Nokia 808 Pureview" aimed at showcasing the imaging capabilities. Images in fashion, society, lifestyle, journalism, architecture and portraits were on display to demonstrate the superior and diverse abilities of the device.

The move to partner with selected local photographers aims to bring alive the 41-megapixel camera phone featuring PureView technology. Nokia 808 PureView phone is currently retailing in Kenya for KSh 52 900 (USD 622) and is Nokia's first smart phone to feature its PureView technology. Its technology feature brings together high-performance sensors, exclusive Carl Zeiss optics, and Nokia-developed imaging algorithms.

Setting industry standards

Speaking during the launch of the Nokia 808 Pureview smartphone, Bruce Howe, Nokia East Africa general manager, said the smart phone will help the company to revolutionize high-end mobile imaging and set a new industry standard in the local market.

"Our consumer research clearly highlights the importance that consumers place on capturing and sharing photos and videos. We are excited to now bring this experience to East African consumers," he said.

The Nokia 808 PureView features superior low-light performance and the ability to save images in compact file sizes for sharing in email, MMS and on social networks. It also includes full HD 1080p video recording and playback with 4X lossless zoom and the world's first use of Nokia Rich Recording.

Since its launch in February 2012, the Nokia 808 PureView has received multiple awards, including Best Mobile Device at Mobile World Congress 2012, as well as an award for Best Imaging Innovation for 2012 from the Technical Image Press Association (TIPA).

ABOUT CAROLE KIMUTAI: @CAROLEKIMUTAI

Carole Kimutai is a writer and editor based in Nairobi, Kenya. She is currently an MA student in New Media at the University of Leicester, UK. Follow her on Twitter at @CaroleKimutai.

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