

Nokia to open music store in SA

Nokia is launching its music store in South Africa, and aims to open its virtual doors on 24 April 2009, with the promise to deliver millions of digital tracks from global hits to local artists including the Parletones, Goldfish and Arno Carstens.



Nokia 5800 XpressMusic

"Not only will we have millions of tracks available for consumers, but we will have something for everyone, whatever their music tastes. The store will feature a broad range of genres including popular and non-mainstream genres, independent artists and most importantly, a wide selection of South African artists," said Jake Larsen, Nokia's head of music for Middle East and Africa. "In addition, the Nokia Music Store will offer a host of interactive features such as music browsing and personal track recommendations."

With a single account, South African music lovers will be able to access the Nokia Music Store via their personal computer or directly from their optimised Nokia devices including the Nokia 5800 XpressMusic, N96, N95 8GB, N81 8GB, N82 and the N79.

In addition, the ability to sync from a PC is available on a wider range of models including Nokia's latest 58 XpressMusic handset.

The store's intuitive user-interface makes downloading full-length tracks easy and offers options to create customised playlists and to add tracks on a wishlist that you can decide to buy later. Tracks purchased can also be transferred via your PC to compatible Nokia devices. The music collection can then simply be synchronised between the PC and mobile using the Nokia music PC client available for download at <http://music.nokia.com/download>; or from the product software CD available in the latest devices' sales packs. Music can also be copied to CD and moved on to compatible digital music players.

All music can be purchased through a variety of payment options, including credit cards and pre-paid vouchers. Nokia Music Store also offers a monthly subscription service that allows you to stream unlimited music from the store catalogue direct to your internet-connected PC. For more information, visit: www.nokia.com/music.

South Africa is the 15th country to see a local launch of the Nokia Music Store. Most recently the store was launched in Austria, Mexico, Ireland and the United Arab Emirates.