

Nokia Smart TVs and Streaming Devices will be launched in Europe by StreamView

Nokia Smart TVs, ranging from 32 to 75 inches and Nokia Streaming Devices will be available in Germany, Austria and Switzerland (DACH) before the holiday season, providing a seamless Android TV experience.

Vienna, October 30, 2020 - StreamView GmbH, based in Vienna (Austria), announces the start of a strategic relationship with Nokia. Under the agreement, StreamView will have exclusive rights for Nokia branded Smart TVs and Streaming Devices in Europe. A full range of Nokia Smart TVs and Streaming Devices will go on sale before the holiday season.

Nokia Smart TVs and Streaming Devices on Android

The new Smart TVs and Streaming Devices under the Nokia brand are based on the Android TV operating system. This provides the users with an elevated yet familiar Android experience directly on their own TV. Popular apps such as Netflix, Prime Video, Disney+, YouTube, Google Play and many more are available to use immediately.¹

Nokia Streaming Devices offer a new and inexpensive alternative to transform older TV sets into Smart TVs on Android – no need to replace the existing device, just upgrade its functionality. Further advantages of the Android TV operating system include the highest security standards and certifications from Google, enabling risk-free app downloads from Google Play.

With Google Play, the Android experience gives users access to the world's largest app store, with more than 96% free apps², directly available for the Streaming Devices and TVs. Furthermore, media content and files stored on smartphones, tablets or computers can be easily transferred to the new Nokia Smart TV via Chromecast.

"Bringing the Nokia brand to Smart TV products in Europe is a significant milestone and we are excited to have StreamView representing our brand in these categories", said Vipul Mehrotra, Vice President, Nokia Brand Partnerships. "StreamView will enable new experiences for new audiences across Europe by building on the Nokia brand experience principles and people's expectations of a Nokia branded product", said Vipul Mehrotra further.

Jari Eronen, COO of StreamView said: "We are very proud of being named the exclusive brand licensee of Nokia Smart TVs and Set-Top-Boxes in Europe and are committed to bring the best user experiences with our Nokia branded Smart TV product categories."

The Nokia brand momentum

The Nokia brand continues to be recognized by consumers today for its values of quality, simplicity, and reliability. Brand popularity continues to resonate well among the general

¹ A subscription to the app service might be required.

² <https://42matters.com/stats>

public with the Nokia brand at around 90% awareness.³ This momentum is mirrored in the fact that the Nokia brand has been ranked as one of the leading and fastest growing brands today.⁴ As a new licensee StreamView is committed to delivering the Nokia brand promise and living up to consumer expectations.

Availability

The Nokia Smart TVs and Streaming Devices will be available in Europe, starting in Germany, Austria and Switzerland in Q4 2020 online at nokia.streamview.com and at leading TV and electronic stores.

About StreamView

StreamView GmbH, a Nokia licensee, is strategically located in Vienna, Austria, in the heart of Europe. StreamView is the licensee of the Nokia brand for Smart TVs and Set-Top-Boxes in Europe. StreamView markets and distributes state-of-the-art Nokia branded products that provide access to new and better experiences every day.

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³ Nokia Brand survey 2020

⁴ Brand Finance's report:

https://brandfinance.com/images/upload/brand_finance_fastest_growing_100_2019_full_report.pdf