



## CONNECTING PEOPLE... AGAIN!

Comebacks are always special, and when it's a much-loved tech company making one, everyone sits up to take notice. We decode the 'what's next moment' for Nokia

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**L**ONG BEFORE THE ADVENT of 4G and graphic intensive mobile gaming, the world was obsessed with a game, which when described matter of factly, seems rather insipid. A snake eats some food and keeps growing longer until it's so long that it can't fit in that box anymore and the game ends. Each time you go longer without crashing it, the higher your score. To make things even less creative, the game was titled — no points for guessing — Snake!

Don't get me wrong. This is not a criticism. I spent a major chunk of my growing years, which could in retrospect have been dedicated to more meaningful pursuits, on beating everyone's high score. Oh, and the feeling you got when you

did it? Priceless! The N for Nokia should stand for Nostalgia because if you were a teenager in the early 2000s, the iconic 3310 was likely your first mobile phone. Those were the days when you could whisper sweet nothings into your crush's ears for hours. And without the convenient yet somewhat distant feel of WhatsApp.

So when the company couldn't manufacture its own Nokia-branded mobile phones due to a licensing deal with Microsoft, I wept a silent tear. Although I had long abandoned the company's products due to the lure of Apple's iPhone, it still held a special corner in my heart. But a few years passed on and like all broken hearts, this too healed with time.

One random evening in 2017,

while browsing the web, a news alert flashed across the screen: 'Finnish giant Nokia to make a comeback with Android phones.' Now this was a good news-bad news sort of thing for me. I love Nokia, but I dislike Android. It's sort of like the pretty girl you meet who has a somewhat annoying nature (Sic!). Also, the 3310, once a relic of all our pasts, was making a comeback in a new, sexier avatar. Even snake just got snazzier. Oh, happy me!

So you Nokia naysayers, put aside your cynicism and hail the comeback kid! I might not have much love for Android but a major chunk of the world apparently does. Here is a round-up of their latest products which have already won rather favourable reviews.

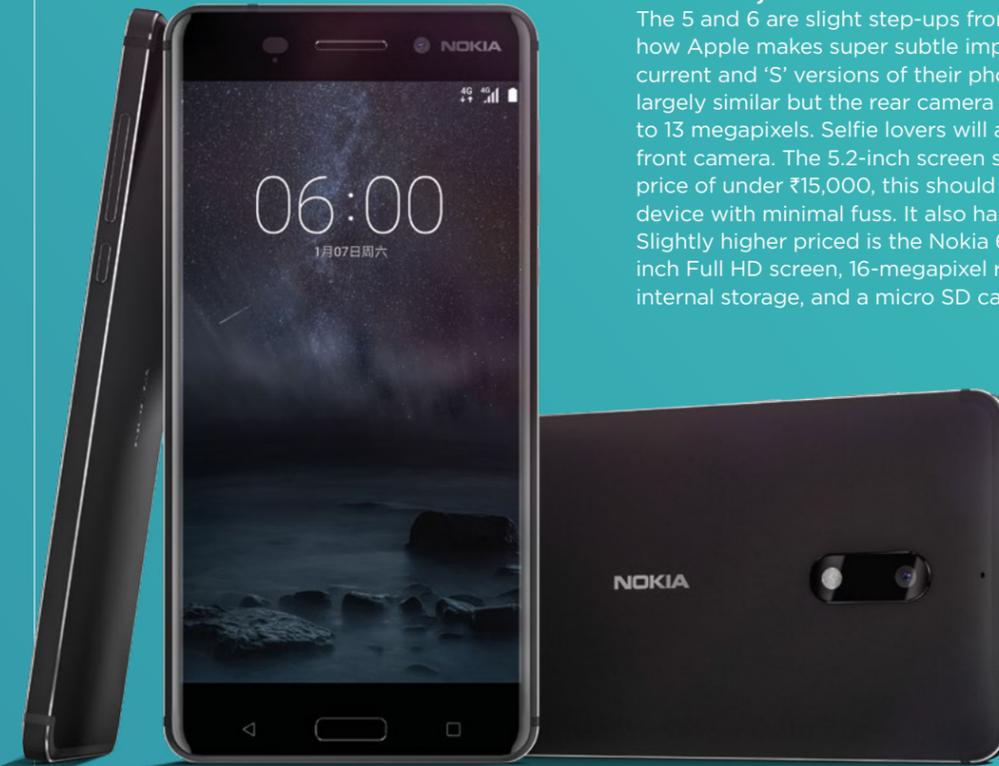
### Nokia 3310

The clear winner in my book. Sure you can't do much with it—it doesn't even have WhatsApp, 4G or Android, much like the original, but tech aficionados are already lapping it up purely for their fondness of it. And hey, it isn't useless—it'll probably serve as a great back-up when that smartphone falls sick or when you're on a meditation retreat looking to detox from all things tech and keeping only basic communication channels alive. And yes, the battery still lasts a month. Actually almost twice as long as the original which lasted 15-18 days. Take that smartphones with dumb batteries! It's lighter than its predecessor and also comes with a 2-megapixel camera. For less than ₹3,500, you dare not expect more.



### Nokia 3

This entry-level smartphone is making in-roads into the budget-sensitive market share. Xiaomi, Samsung, Le Eco, Karbonn etc should be a tad worried. A 5-inch IPS LCD, HD screen, 8-megapixel front and rear cameras, 2GB RAM and 16GB internal storage (upgradable to 128GB) and Android 7.0 Nougat, rounds up the core specifications. All this at a rather tempting price of under ₹10,000. I expect this one to be quite the instant winner and an obvious choice for someone looking to get their first smartphone.



### Nokia 5, 6

The 5 and 6 are slight step-ups from the Nokia 3, sort of like how Apple makes super subtle improvements between the current and 'S' versions of their phones. The specifications are largely similar but the rear camera gets a significant upgrade to 13 megapixels. Selfie lovers will appreciate the 8-megapixel front camera. The 5.2-inch screen size feels just right. At a price of under ₹15,000, this should be a pretty value-for-money device with minimal fuss. It also has a fingerprint scanner. Slightly higher priced is the Nokia 6, which comes with a 5.5-inch Full HD screen, 16-megapixel rear camera, 3GB RAM, 32GB internal storage, and a micro SD card slot.



### Nokia 8 and 9

Yes, we can count. There's no Nokia 7 (yet), just like how there isn't any Nokia 4 yet. There is however the 8 (released) and 9 (in the pipeline) that form the company's show-off phones with Carl Zeiss cameras, dual-sensor rear shooters, and a unique 'Bothie' feature that captures images from the front and back camera simultaneously - a first for smartphones. The design of the Nokia 8 is undoubtedly beautiful and will serve as a serious contender in a market of consumers that love flagships. The QHD resolution and 700 nits of brightness makes the display a delight, even in bright sunlight. The price in

India will be around ₹45,000 - putting it firmly in high-end territory. The Nokia 9 isn't out yet, but will take all these specifications a few notches higher and if the rumours are anything to go by, its design language will reach new levels of sexiness.

#### Say yes to Nokia?

It's upto you, really. If you're an Android lover, you can't go wrong with these solid Nokia phones that are great value for money. I however have my eyes on the Apple iPhone X - in which the only thing that would change would be everything. **U**