

# A €60,000 mobile phone

## *Add bling to your ring!*

Got some spare change jangling in your pocket, in the mood for a bit of luxury? Why not check out the handmade Vertu phones from Nokia in the Vertu Lounge, a "store-within-in-a-store" in the back of the new Nokia Flagship Store at 543 N. Michigan.

Vertu is Nokia's brand name for high-end phones that resemble fine jewelry or watches. The Chicago Vertu store is the first of its kind in the world. Arnaud De Schuytter, director of Vertu Americas, said the phones contain new materials not ordinarily found in watches, such as virtually unscratchable sapphire crystal, polished ceramic, ruby bearings and housings made from gold, stainless steel, titanium, carbon fiber and other unusual materials. There is no plastic in these phones. If you must know, Vertu phones start at €5,000 going right up to €60,000 for one with platinum and jewels. One extra on these phones is a dedicated concierge button -- the least they could do for the price. For a year, the Vertu owner can call a concierge service virtually anywhere in the world to make dinner reservations and purchase theater and sports tickets. When the year's up, the concierge costs €100 a month.

And I bet you thought you had the best phone on the market!

Nokia's new flagship store on Michigan Avenue, a block away from a "pop-up" store rival Motorola opened earlier this month in the former Terra Museum of American Art. Curious shoppers Tuesday morning peeked in the Nokia store at 543 N. Michigan, and were politely informed by security personnel to return on Saturday, when the Finnish phone maker opens its first Nokia Flagship store in North America and only the second in the world (Moscow was No. 1). Nokia gave a preview. Decked out in a black suit with a black shirt, Winston Wright, who heads the Nokia Flagship retail team in the Americas, said, "We're genuinely thrilled to be here. A mobile phone store on Michigan Avenue, how cool is that? That wouldn't have happened 10 years ago."



**Vertu, Nokia's luxury phone.**

Wright said the presence of the Nokia store along with the first-of-its-kind Motorola Destination Q store at 666 N. Michigan, designed to promote the new Moto Q e-mail phone with Verizon Wireless, is "good for the category. We think it's great that

people in our space are welcome on Fifth Avenue in New York and Michigan Avenue in Chicago. Years ago, phone stores would have been considered *déclassé*. No more. "The Motorola store is meant to run through the summer to show consumers how to use the new Q phone, which adds photo and music features and e-mail to a smart phone. The Nokia Flagship is meant to be a permanent fixture, showing a wide range of phones from very basic "voice-centric" phone for a little more than €100 to smart phones in the €500-to-€700 range on up to handmade luxury phones starting at €5,000. Tony Marengo, general manager of the Nokia store, formerly assistant manager of the Apple Computer Store up the street and formerly with high-end audio retailer Bang & Olufsen, said "We're here to stay. We're not just a pop-up here for eight weeks." Take that Moto!

Rather than a mobile phone store, the sleek Flagship store, which contains about 1,200-square-feet of street-level retail space, looks more like an upscale jewelry store. Phones are arranged on display cases with spotlights. The walls are lit with LEDs that change colors. Photos by contestants in a local photography contest and videos made on Nokia N90 phones by film students of Chicago neighborhoods are shown on a series of 28 LED screens that line the north and south walls. Wright said the emphasis in the store is on educating consumers, helping them find a phone that meets their needs and then helping them learn how to use the phone, such as how to edit a Word file on a phone, or listen to music or to take a photo and then print it out via a wireless Bluetooth connection.

"We've made a big investment in Chicago. It's an important market for us," Wright said. With the Flagship store on Michigan Avenue, Nokia plans to relocate its Nokia Experience store, which only displays but doesn't sell phones, from North Bridge Mall to Fox Valley Shopping Center. There are similar stores in Northbrook and Schaumburg. Eighteen Flagship stores are planned, with others already announced for New York, Hong Kong, Helsinki and Mexico City. Why Chicago? Wright said it wasn't a jab at Motorola. "It was a matter of the real estate becoming available here first," he said. Neil Mawston, associate director of global wireless practice for Boston-based Strategy Analytics Ltd., said he expects Samsung to join Motorola and Nokia in the retail world. "The rest of the market will struggle to copy Nokia, due to smaller marketing budgets and fewer resources," he said.

### **COMPETITION TIME**

#### **We have some excellent prizes to give away!**

- 1st prize: Mobile Phone valued at 80 euro
- 2nd prize: Trio-pack of your choice(charger, car charger, headset)
- 3rd prize: USB data suite of your choice
- 4th prize: Free phone unlocking voucher
- 5th prize: Essential mobile phone handbook

To be in with a chance to win one of these prizes simply fill in the following tie-breaker, ***Gsm Solutions Ltd are leaders in GSM technology because....***

Send you answers on a post card/letter to Gsm Solutions Ltd, Citywide Readers competition, 28 North Lotts, Dublin 1, or for those of you with internet Access we are also running the competition online -[www.Dubphones.com](http://www.Dubphones.com), remember to include you phone number when sending entries by post. Enter as many times as you want!

Competition Rules and Conditions  
Competition will end on the 1st of August 2006  
Winners will be announced in **Citywide** and [www.Dubphones.com](http://www.Dubphones.com)  
Judges Decision is final  
Prizes cannot be redeemed for cash

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