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NOKIA 925 SMARTPHONE LAUNCHES

Following the launch of the Nokia 925 today **Ernest Doku, telecoms expert at uSwitch.com**, says: "This is the one that true Nokia fans have been waiting for. Addressing all of the critical concerns levelled at the Lumia 920, the 925 is lighter, smarter and made of sterner stuff, thanks to its aluminium frame.

"The marriage of technical expertise in mobile imaging with a gorgeous piece of hardware shows that the Finnish manufacturer still has fire in its belly.

"However, the battle is no longer in just having the flashiest phone. The megapixel wars are over, and consumers are looking for apps and software that make life easier. Windows Phone is slowly gaining traction – largely via the Lumia range and positive word of mouth – but is still a small fraction of the smartphone market.

"Nokia would genuinely benefit from also broadening its unique services – the likes of Here Maps and Mix Radio – to give those on the fence a real reason to switch."

For more information visit www.uswitch.com or call 0800 093 0607

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For further information please contact:

Katherine Moss, uSwitch.com on 020 7802 2913 or katherine.moss@uswitch.com
Emily Garnham, Rhizome PR on 0207 851 4757 or emily@rhizomepr.com

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