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NOKIA REPORTS HUGE LOSSES IN FOURTH QUARTER RESULTS

Following the announcement of Nokia's 2011 Q4 results, which show huge net losses as handset sales dropped 29% compared to the same period in 2010, **Ernest Doku, technology expert at uSwitch.com**, commented: "Yesterday, Nokia confirmed its status as the elder statesman of the mobile world, with the news that it has sold more than 1.5 billion of its S40-powered phones. But in an industry obsessed with the future, having an illustrious past counts for nothing.

"These results, with their sea of minus signs, show just how frail Nokia has become. Once a trailblazer, Nokia has allowed itself to fall dangerously behind the curve in the lucrative smartphone market. Year on year smartphone sales tumbled by 38%. But the Finnish firm will draw a sliver of solace from the sales of more than a million of its new Windows-powered smartphones.

"To be fair, it is still early days. Three months after launch, the Lumia range is only available in a handful of countries and has only just gone on sale in North America. The phone is slick and well-made, and the Windows Phone platform performs on a par with the best Android devices. But the Lumia campaign very much has the feel of a rear-guard action – a concerted attempt to claw back its plummeting market share in the Western markets.

"Nokia's continued strength in the developing markets remains its 'get out of jail' card. Its range of affordable Symbian-powered phones is still hugely popular, and the new Asha series of handsets has made big inroads in India. But Nokia cannot rely on these heartland buyers forever. As the developing markets mature, consumers there are increasingly demanding smartphones too.

“The riot in an Apple store in Beijing at the launch of the iPhone 4S this month is an extreme example of this burgeoning demand. Now several Chinese manufacturers are building cheap smartphones around the free and open Android operating system.

“Nokia's tie-up with Windows could yet yield some very appealing smartphones, but they will have to be priced competitively to succeed. Armed with the Windows operating system, it's not too late for Nokia to fight back in the Western smartphone market. But the struggling giant must act quickly to risk being swamped in the developing markets too."

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