

## Nokia Crams 41MP in Smartphone Camera

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Nokia promises a mobile photography "revolution" with the Nokia 808 PureView-- a smartphone carrying an impressive 41MP sensor (via PureView pixel oversampling technology) together with Carl Zeiss optics.



PureView technology uses "oversampling"-- taking image data from 7 neighbouring pixels and combining it into one pixel to generate a single 2/3, 5 or 8MP image (technically not 41MP, but still impressive for a mobile device).

The chunky camera module measures nearly 1cm (in width, height and depth), offering "superior" low-light performance and 1080p video recording. Nokia also insists the optics (a co-development between Nokia and Carl Zeiss) are some of the best in the smartphone arena.

As for the device itself... the 4" display handles nHD (640x360) resolutions, while inside are a 1.3GHz single-core processor and 512MB of RAM. The choice of OS baffles, being the latest Symbian iteration (Belle) rather than Windows Phone.

Nokia says it would be "reasonable to expect" PureView technology to appear on other phones. Meanwhile the photography enthusiasts among your customers will be able to pick up the 808 PureView soon enough.

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