

## Nokia's New OS Brings Wind of Change

Written by Marco Attard  
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Nokia plans a new operating system ("Meltemi") for cheap feature phones aimed at growing emerging markets.



The name for this Linux-based system comes from the Greek word for the strong, dry north winds of the Aegean Sea, which blow from about mid-May to mid-September. During hot summer days, these winds are considered a blessing. Similar winds blow in the Adriatic and Ionian regions.

**Obviously Nokia feels a cheaper OS will give emerging markets a blessing (and maybe even curse more expensive solutions from competitors.)**

*Wall Street Journal* says heading the project is Nokia executive VP for mobile phones, Mary McDowell.

It pays for Nokia to focus on the **feature phone market**-- this segment accounts around 47% of Nokia Q2 2011 sales. Their customers in emerging markets now started to expect some smartphone functionality even from cheaper, lower-end devices.

News site *Boy Genius Report* thinks Meltemi will replace the Nokia Series 40 platform, as its more capable while running on equally low-cost hardware.

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Nokia will apparently still offer low-cost Windows Phone devices (running "Tango," the stripped down version of Windows Phone 7). Now Meltemi will allow Nokia to sell phones at even lower, rock-bottom prices.

Replying to the *BGR* report, Nokia simply says "...our Mobile Phones team has a number of exciting projects in the works."

Go [Nokia Aims Software at Low-End Phones \(WSJ\)](#)

Go [Nokia to Turn Mobile Landscape on its Head with "Meltemi" \(BGR\)](#)