

No More Ovi for Nokia

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Nokia announces its "evolution"-- by dumping its Ovi app store branding and changing it to (wait for it)... Nokia.

The transition should start in July 2011, and Nokia hopes its "new" brand will cover the entire globe by 2012's end. Unless the world ends by then, of course.

Nokia handset owners should experience the transition first hand, through a software update or two (in order to change the names of not only the store, but also Nokia's mapping, music, mail, sync and chat apps).

The reasons for the rebranding are fairly obvious-- once Microsoft-powered WP7 Nokia phones hit the market, Nokia wants its brand to be as prominent as possible on its devices. Otherwise the roadmap for the Nokia-Microsoft "strategic partnership" won't be seeing any changes.

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