

Microsoft Goes for First Timers with Nokia 215

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The Microsoft Devices Group announces the Nokia 215-- a means "to connect and introduce first-time mobile phone buyers to the internet and new digital experiences" designed for customers in developing regions.



Looking much like the Nokia phones of times past, the Nokia 215 features a 2.4-inch 320x240 display, 0.3MP camera, Bluetooth connectivity, built-in torch, FM radio and a battery offering up to 29 days of use on standby. It is also internet-ready, if with browsing via selection of pre-installed apps such as the Opera Mini browser, Twitter, Facebook, Messenger and Bing Search.

"With our ultra-affordable mobile phones and digital services, we see an inspiring opportunity to connect the next billion people to the Internet for the first time," the company says. "The Nokia 215 is perfect for people looking for their first mobile device, or those wanting to upgrade to enjoy affordable digital and social media services, like Facebook and Messenger."

The Nokia will be available in either single- or dual-SIM options in select EMEA markets from Q1 2015.

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