

Head of Nokia France: Nokia to Venture into Tablets in 2012

Written by Marco Attard
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While discussing the French Lumia 800 launch with the newspaper Les Echos, Nokia France GM Paul Amsellem drops an interesting quote-- "...in June 2012, we will have a tablet running Windows 8."



Nokia itself is yet to officially confirm the revelation, preferring to instead concentrate on the newly launched Windows Phone handsets.

Will the Nokia-Microsoft partnership manage to successfully tread in such Apple-dominated tablet territory?

Maybe (Windows 8 is designed for tablet and touchscreen use after all)... but maybe not. DigiTimes says says pure hardware companies (giving the examples of HP, Acer, Asus and Dell) have no chance in a tablet market dominated by content providing heavyweights such as Amazon, Barnes & Noble and Apple.

And what's Nokia if a mobile hardware maker?

Why? The content providers make profit from their devices through digital content sales, not hardware sales-- allowing them to heavily subsidise device prices, if not start giving out tablets out for free.

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Meanwhile Apple is, well, Apple. The iPad rules the market, and is surely there to stay, even if it will get a couple of bruises on the way.

Moving back to smartphones, Amsellem hopes Nokia will take 22% of the French mobile market-- a region where over 60% of mobile customers still don't use a smartphone. He also compares the Lumia 800 to a BMW 5 Series and says "...we will soon have a full range with a Series 7 and Series 3."

Wonder which car metaphor will describe a Nokia tablet best?

Go [Nokia, Microsoft Off To Conquer the Mobile Phone \(Les Echos\)](#)

Go [PC Hardware Players to Phase Out from Tablet Market in 2012 \(Digitimes\)](#)