

While Windows Phone-powered Nokia handset reveal was meant to be the highlight of Nokia World 2011, one unlikely demo unit at the Future Technology booth stole a fair bit of attention-- the "Nokia Kinetic Device" one can simply describe as... the bendy mobile device.

Soon afterwards, at the Samsung Q3 2011 earnings call, company investor relations VP Robert Yi says the company has plans to have mobile devices carrying flexible screens ready for launch by 2012.

Will 2012 be the year of the bendy device?

The Nokia Kinetic Device not only flexible across both vertical and horizontal planes-- the user navigates through a simple UI by bending and twisting. It has a soft plastic body, an attractive bendy AMOLED display, no actual phone functionality (the demo unit allows access a number of simple functions, such as photo scrolling and music control), and is surprisingly pleasant to play with.



Samsung Nokia Bendy Prototype