

Nokia name dropped from Lumia smartphones

WASHINGTON, USA: Microsoft said it is dropping the Nokia name from its Lumia smartphones following the purchase of the company earlier this year.



Microsoft's Tuula Ryttilä says that the Nokia name will be dropped from Lumia smartphones but will still be used on the cheaper phones offered by the company. Image: [MbbZine](#)

"The rebranding is a natural progression as all devices that once came from Nokia now come from Microsoft," said Tuula Ryttilä, Senior Vice President of Marketing for phones at Microsoft.

"Lumia is now part of a compelling family of Microsoft products like Xbox, Windows and Surface along with a range of services such as Skype, Office and Bing." Ryttilä said.

In an interview on the Nokia conversations blog, Ryttilä said there was no specific timetable for the change but that the company is looking forward to unveiling a Microsoft Lumia device soon.

Microsoft will keep the Nokia name for entry-level phones, such as the Nokia 130, as it has a licence agreement with the previous owners to use the name

The purchase of Nokia, for more than \$7.5bn was completed in April. Nokia was the world leader in mobile phones until it was challenged by Apple's iPhone in 2007 and later by Samsung.

Microsoft has struggled to gain market share for its Windows Phone devices. According to the research firm Strategy Analytics, Windows had just 2.5% of the smartphone market in the second quarter, mainly from Nokia and a small number of other manufacturers.

Source: AFP via I-Net Bridge

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