



Macquarie National Newsroom to use the Nokia N93 for Real-Time News-Gathering

Nokia N93 enables Macquarie Radio News to File Video & Audio Stories in Real-Time

Sydney, 5 September 2006; 2GB's Macquarie National Newsroom has become the first media company in the country to use one of Nokia's latest mobile devices, the new Nokia N93 multimedia computer, to report live from the scene of stories.

The Macquarie Radio Network (owner of Sydney stations 2GB and 2CH) will use the mobile device, which is expected to go on sale this month, to trial the latest mobile phone technologies for convergent news gathering.

The Nokia N93 allows Macquarie Radio's reporters to record live video, photos, and audio at a broadcast standard and then instantly send the images, video or audio back to the newsroom or website.

Macquarie's Current Affairs Director Jason Morrison said the handset allows journalists to capture high quality video and images and instantly transfer news to websites, podcast and vodcasts, as well as the heritage radio service. With expandable memory of up to 2 gigabytes, our reporters are also able to capture hours of footage, and if need be, edit them using the Adobe Premier Elements 2.0 software."

"We have a number of reporters who will be using the Nokia N93 in the field, enabling us to be a truly multimedia news team", Morrison said.

"The Nokia N93 gives us everything in one and access to the growing network of high speed internet.

"Radio reporters are typically first at the scene of a story and now, with Nokia's new mobile device, our journalists are able to capture video and photographs at a quality that allows us to be competitive with electronic news-gathering organisations.

"Not only does the Nokia N93 offer us real-time news gathering capabilities, it is extremely cost effective. Each of our reporters is now a camera crew all-in-one, without the huge costs associated with conventional broadcast video and audio equipment."

Mike Addison, Multimedia Director, Nokia Australia, said "More and more journalists around the world are embracing this new technology and are giving themselves greater access to breaking news and places where traditional camera crews are not instantly accessible". "The quality of the images and videos captured with the Nokia N93 will put the Macquarie Radio Network on par with the leading newsrooms of the world." said Addison.

The Nokia N93 comes with a 3.2megapixel camera, Carl Zeiss Optics, DVD-like video capture, 3x optical zoom and TV-out feature that allows the user to connect the device directly to the television for a widescreen experience.

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About Macquarie Radio Network

Macquarie Radio Network owns top-rating Sydney radio station 2GB and easy listening station 2CH. 2GB is the number one rating commercial radio station in Sydney. 2GB's ratings success is attributable to its focus on a diverse mix of programming that includes highly successful breakfast, morning and weekend shows with some of Australia's best-known radio personalities such as Alan Jones and Ray Hadley. In April 2005, Macquarie Radio successfully listed on the ASX.

About Nokia

Nokia is a world leader in mobile communications, driving the growth and sustainability of the broader mobility industry. Nokia connects people to each other and the information that matters to them with easy-to-use and innovative products like mobile phones, devices and solutions for imaging, games, media and businesses. Nokia provides equipment, solutions and services for network operators and corporations.