

Press information

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‘Emotional messaging’: a sure way to maximize the user multimedia experience

Emotional messaging is a unique mobile communication concept developed by Philips to enhance the mobile user experience, and to add a new level of fun, creativity and personal expression to wireless multimedia messaging.

Add emotion to your messages

Picture this. You are on holiday and you use your handset’s built-in camera to snap a funny incident on the beach to send off to family or friends. Or you are attending a wedding and you capture the bride on your handset camera at a very special moment. Or perhaps you just use it to photograph yourself in a pensive mood and missing someone close to you.

Now, think back for a moment. Do you remember looking at photographs and becoming emotional over those remarks scribbled on the back of the prints? Hardly surprising, since accompanying personal messages often times add great value to photographs by triggering a flood of sentiments, from humor to love to nostalgia.

Similarly, attaching a handwritten message to your electronic photographs would turn something relatively ‘simple’ into something with much deeper significance: the vacation snap becomes a personal postcard; the wedding photograph an evocative reminder of an emotive event; and your self-portrait a personal statement of your affection.

Strategic direction

Looked at this way, *emotional messaging* turns mundane interpersonal communication into an exciting event. Furthermore, it generates enthusiasm among users, and consequently increases service usage. Another example of how Philips develops its phones with not just the consumer’s needs in mind but also the benefits for the operator.

As a key player in consumer electronics and personal communication, Philips treats *emotional messaging* as a strategic concept. With this in mind, it is set to further enhance the *emotional messaging* experience by its research efforts into better understanding of the consumers’ needs, and through functional and technological improvements in its handsets.

Philips, who coined the term *emotional messaging*, was already marketing its ‘Savvy’ handsets back in 1999, offering users the capability to enhance their SMS messages with images.

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Today, Philips remains firmly committed to improving this user experience. Its handsets have evolved with functions and features that reflect and exploit new mobile transmission and messaging technologies, as well as emerging user preferences and trends. In fact, such handsets as the Philips 755 and 550 (launched at the 2004 3GSM World Congress in Cannes) already come equipped with *emotional messaging* features.

Philips’ new tactile screen and tag-it pen are examples of features that add a new and even more personalized dimension to MMS messages. The Tag-it! function, which deploys these features, allows a mobile user to personalize a sound or picture message by attaching a handwritten ‘tag’. This tag—a piece of text, or a signature or picture—is created using the tag-it pen and touch screen, and both message and tag are subsequently sent off by MMS.

Moreover, this new touch screen and pen make it even easier to operate the phone’s BeDJ ‘music mixing panel’. An exciting user option, BeDJ allows consumers to mix their own ringtones and send them very easily to their friends via MMS. BeDJ also supports functionality to mix up to nine tracks, select an instrument for each music track, or change the tempo and volume of the sound clip. In addition, the tag-it pen allows users to ‘tap’ their composition on the touch screen instead of pressing buttons.

The Philips 755 allows users to not only snap photographs with ease (thanks to the built-in VGA camera), but these models also give them the capability to ‘redesign’ the photos—changing the colors or introducing special effects—with the help of the phones’ Creative Photo Editor. Furthermore, a ‘night mode’ feature offers the flexibility to take pictures in the dark, while a built-in mirror lets you make self-portraits.

Such rich functionality and user-friendly, laborsaving features make mobile messaging easier (than typed-in messages)—and, more importantly, a lot more fun.

The right target

Based on its market research, Philips is initially targeting the youth segment for its *emotional-messaging* handsets.

Categorized as being under-25, ‘plugged-ins’ (as Philips likes to call them) are the most prominent target group, sharing needs based on a common ‘culture’ and life-style.

Philips surveys revealed that this group tends to be technically minded and has a good working knowledge of the various handset functions. Plugged-ins, who spend a lot of their time (text) messaging friends, are clearly ready for technical enhancements to their entertainment experience such as ‘shoot and tag’ pictures and fake snapshots.

Largely the same target group that originally turned SMS into a new way of communicating, plugged-ins are passionate about *emotional messaging* and are set to make it into another successful concept.

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Better understanding

Having identified its target users, Philips is continuously researching them to better understand and determine their wishes and requirements.

At Philips, new *emotional messaging* ideas are usually a collaborative effort among several parties: marketers, designers, technical and technological specialists, and trend consultants. Once fully developed, products are typically tested by consumers from the target group, based in five European and Asian countries.

Through this kind of research, Philips has discovered, for example, that target users send messages (instead of calling) for several basic reasons: they offer better privacy; they are easier to share emotions; and there are also sentimental or emotional reasons (the old-fashioned ‘letter’ still works, for instance).

And what will make users send more messages (and turn from SMS addicts into MMS ones)? Simple, by making the experience faster, more intuitive and with more personalization capabilities.

It couldn’t be easier...



SNAP IT!



TAG IT!



MMS IT!

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About Royal Philips Electronics

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