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Nokia Adds to Its Low-End Lineup of Phones

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BERLIN — As Nokia waits for its high-end business to grow, it made another move to shore up its bread-and-butter market.

The company on Wednesday added two touch-screen cellphones to its low-end lineup, the first to sell for less than 100 euros, or \$125. The Finnish company generates about 54 percent of its revenue from so-called bulk models.

At an event in Bangkok, Nokia presented the Asha 305, a dual-SIM cellphone with a 3-inch touch screen that works on 2G networks and will cost 63 euros, or \$79. A single-SIM version, the Asha 306, also works on Wi-Fi networks and costs 68 euros. The Asha 311, a 3G phone, has a touch screen, Wi-Fi ability, a 1 gigahertz processor and will sell for 92 euros.

Nokia is under pressure to right its main cellphone business as it changes the operating systems for its smartphone line from Symbian to Microsoft's Windows. Analysts expect the company to add several models to the Nokia Lumia line of Windows phones — currently made up of the Lumia 610, 710, 800 and 900 — this year.

The new Lumia handsets will likely include Windows 8, the coming new version of the Microsoft operating system that for the first time integrates Microsoft e-mail and other services between smartphones and pad computers, said Francisco Jeronimo, an analyst at International Data Corporation in London, which could increase sales to business users.

“That could really give a boost to Microsoft and Nokia,” Mr. Jeronimo said.

But as it works to raise its sagging share of the global smartphone market, Nokia is having to defend against competition in Asia, where Samsung, HTC and Huawei have been quicker to incorporate touch screens in inexpensive devices.

The latest Asha devices are Nokia's first low-end touch-screen handsets.

Nokia's sales plunged 29 percent in the first quarter, with revenue from the sale of its basic mobile phones falling 32 percent, driven by declines in China and India.

During the period, Nokia ceded its traditional position as the global leader in cellphone shipments by volume to Samsung and is now a distant No. 4 in smartphones, behind Samsung, Apple and Research In Motion, according to I.D.C.

