

It's #JollaLoveDay – Show us your love, join the movement!

Helsinki – May 20, 2013. The Jolla community around the world is today celebrating #JollaLoveDay with the theme “I am the Other Half”. In the main event in Helsinki, the company introduced its first *Jolla* device. Jolla also launched its pre-order and co-creation campaign #Jolla2gether targeted at Jolla friends around the world.

“This is a moment we have been eagerly waiting for, and we are proud to show the progress of this journey so far. We are introducing the first *Jolla*, which will change the way people interact with their devices. *Jolla* adapts to what you need, what you feel, what you want - just how you like it,” says Tomi Pienimäki, CEO of Jolla.

Unite the halves - create your *Jolla*

The unique *Jolla* design was inspired by the inner structure of the device, and it features timeless sleek form and pure lines, with a warm touch. Design features two layers which form the two halves of *Jolla*. To create a distinctive design, we focused on the finish of selected materials and their surface treatment. At the core of *Jolla* is Sailfish, a mobile-optimized OS that has the flexibility of a unique, open platform.

The first *Jolla* features an ample 4.5" Estrade that maximizes the use and efficiency of the mobile screen and brings the great gesture-based use of Sailfish alive in a totally new way. It is the optimum stage for your applications, including those for Android, integrating social media and the world's most powerful multitasking in a great way.

The *Jolla* has a solid and versatile feature set with powerful dual core processing power, the flexibility of 16GB + microSD memory configuration, an 8 megapixel camera and 4G capability*). All this comes in a perfectly balanced package, making *Jolla* a strong candidate in the mid-to-high range device category and providing a great differentiation opportunity in the mobile industry.

The product also introduces a previously unseen combination of hardware and software functionality, the Other Half, only featured in *Jolla*. When the Other Half is attached to *Jolla*, it becomes alive and unique. It instantly adapts the whole ambience and functionalities of *Jolla* - such as colors, fonts, tones, profiles, applications. This is a perfect couple that once united, create the soul and experience of this unique device, your *Jolla*.

Pre-orders open today

The first *Jollas* can be pre-ordered today at jolla.com. The pre-order price will be 399 euros including taxes in the EU**) and the first shipments are targeted to start in Q4 of 2013.

The pre-order and co-creation campaign #Jolla2gether has three tiers:

1. With 100€ - Subscribers will pre-order a limited edition *Jolla* and an exclusive pre-order limited edition *Other Half*. They will get a priority pre-order number, have an opportunity to play a role in the creation of upcoming #Jolla2gether campaigns and get a unique Jolla T-Shirt. Their 100€ will be fully refunded at the time of purchase. The shipments will start first in Europe.
2. With 40€ - Subscribers will pre-order a limited edition *Jolla*. They will get a priority pre-order number, have an opportunity to play a role in the creation of upcoming #Jolla2gether campaigns and get a unique Jolla T-Shirt. This option is available globally.
3. With 0€ - Subscribers will get personal pre-order number to be among the very first to buy a genuine Jolla. This option is available globally.

“We could not have reached this point without the Jolla community’s passion and expertise. We are excited to open now the pre-order and co-creation campaign #Jolla2gether to engage with a larger group of Jolla friends. If you are a developer, start to make apps! If you are a blogger, write about us! If you are a designer, create new styles with the Other Half! Spread the word, invite more friends, start new communities,” says Marc Dillon, head of Software development at Jolla.

The jolla.com website will also serve as the hub for upcoming co-creation activities.

#JollaLoveDay party live stream today at 16:30-17.00(GMT) / 18:30-19:00 (CET) at <http://jolla.streamforce1.tv/>. Join wherever you are!

*) 4G availability for different countries will be defined closer to the shipment date

**) The price in other markets may vary depending on local taxes and duties.

About Jolla

Jolla Ltd., headquartered in Helsinki, Finland, is developing mobile devices and open Sailfish OS based on the heritage of MeeGo and Mer Core open source projects. In addition to its R&D sites in Helsinki and Tampere, Jolla has an office in Hong Kong. Jolla strongly believes that the community is the heart of the idea generation, technology development and distribution and is committed to supporting community involvement and participation within Sailfish.

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