



\*For release on February 21, 2014, 9am CET\*

## **Jolla to Partner with Rovio's Angry Birds and Makia to create exclusive brand experiences with the unique “The Other Half” Smart Covers**

**HELSINKI, Finland, February 21, 2014 –** Jolla, the Finnish smartphone and Sailfish OS developer, today announced the world’s first brand partners for its unique *The Other Half* concept. Rovio’s Angry Birds and Makia’s clothing can soon be experienced in an unseen way through Jolla smartphones.

The Other Half is an original patented Jolla innovation, which customizes the user’s smartphone in a way previously unseen. Attaching a specifically designed smart cover to a Jolla phone instantly adapts the look and feel of the phone with unique ambience, custom sounds, wallpapers, videos, partner feeds, and much more.

“The Other Half offers brands and companies a new fresh and distinctive way to deliver a co-branding experience, by making the Jolla device look, feel and sound like the brand. In addition to branded physical smartphone covers, The Other Half can be customized with various branding and direct sales elements inside the phone, through Jolla’s specific partner space. With The Other Half brands can gain prime visibility not possible with other mobile platforms, but also have an easy and distinctive interaction channel with fans,” comments **Sami Pienimäki**, Chief Marketing Officer of Jolla Ltd.

### **Angry Birds lands on Jolla**

Rovio’s globally successful Angry Birds™ characters will be soon made available with The Other Half smart cover for the Jolla smartphone.

Jolla and Rovio have agreed to start the co-branding of an Angry Birds themed The Other Half, including e.g. visually stunning physical covers, tailor made ambiences, sounds, images, videos, and more, which are expected to become soon available for Jolla users. The final content is currently under development, and is targeted to be announced in detail during Q2/2014.

“This co-branding concept gives Rovio a new fun way to delight the fans, and to expand the Angry Birds experience in an innovative way,” says **Peter Vesterbacka**, CMO of Rovio Ltd.

### **New level of brand experience with Makia’s Nordic clothing line**

The internationally known Finnish clothing company Makia is co-creating with Jolla unique The Other Half concept for its clothing line. By attaching the Makia designed smart cover to a Jolla phone, the user will get a full-blown Makia experience through the Jolla partner space. For Makia,

the new partner space gives great possibilities to direct the Makia brand story to fans with the means of storytelling, e.g. music videos and news & event feeds, as well as visualizing the product catalogue, and addressing special offers, to name a few benefits.

"With the custom made wallpapers, ringtones and other sounds, direct online store access, photo galleries, product catalogues, and feeds to current news and events, the Makia The Other Half will be an effective marketing and sales tool for our brand, and a sought-after experience for all Makia fans," says **Jarno Luotonen**, Creative Director / Marketing, Makia Clothing.

Rovio Angry Birds and Makia co-branded The Other Half smart covers are showcased at the GSMA Mobile World Congress, February 24-27, 2014, Jolla booth 1B25.

Both Rovio and Makia branded smartcovers are now in development, and the aim is to have the products available during the first half of this year. Jolla now offers the co-creation opportunity for all brands and companies interested in this exclusive and new marketing and sales concept.

For more information please contact: [press@jolla.com](mailto:press@jolla.com).

Go to [www.jolla.com/press](http://www.jolla.com/press) for further press and media materials.

Facebook: [www.facebook.com/jollaofficial](http://www.facebook.com/jollaofficial)

Twitter: <https://twitter.com/jollahq>

LinkedIn: <http://www.linkedin.com/company/jolla>

## About Jolla

Jolla Ltd., headquartered in Helsinki, Finland, is developing mobile devices and the open operating system, Sailfish OS, based on the heritage of Nokia's MeeGo project.

Jolla was born in 2011 out of passion of its founders towards open innovation in the mobile space. At the core of Jolla is Sailfish OS, the most modern, mobile-optimized operating system. Running on Sailfish OS we are creating mobile devices, which are designed with the most recent consumer needs in mind, such as intuitive gesture use, multitasking and effortless interaction.

We believe that the best way of creating something meaningful is DIT, Doing It Together. Since the beginning, the community has been at the heart of our idea generation, technology development and distribution. Continuous, open dialogue with the community is the way forward.

Jolla has offices in Helsinki (HQ) and Tampere, Finland and Hong Kong, SAR of China.

[www.jolla.com](http://www.jolla.com)

## About Makia

Established by a group of friends in 2001 Makia - a clothing company - comes from the old workers district of Punavuori in Helsinki Finland. Today we sell our gear in over 25 countries around the world and collaborate with interesting people like Kimi Räikkönen or the first ever Winter Olympic Team Of Zimbabwe.

<http://makiaclothing.com/>

## About Rovio Entertainment

Rovio Entertainment Ltd is an industry-changing entertainment media company headquartered in Finland, and the creator of the globally successful Angry Birds™ characters franchise. Angry Birds, a casual puzzle game, became an international phenomenon within a few months of its release. Angry Birds has expanded rapidly into multifaceted entertainment, publishing, and licensing to become a beloved international brand. Rovio's animated Angry Birds feature film is slated for July 1, 2016. [www.rovio.com](http://www.rovio.com)