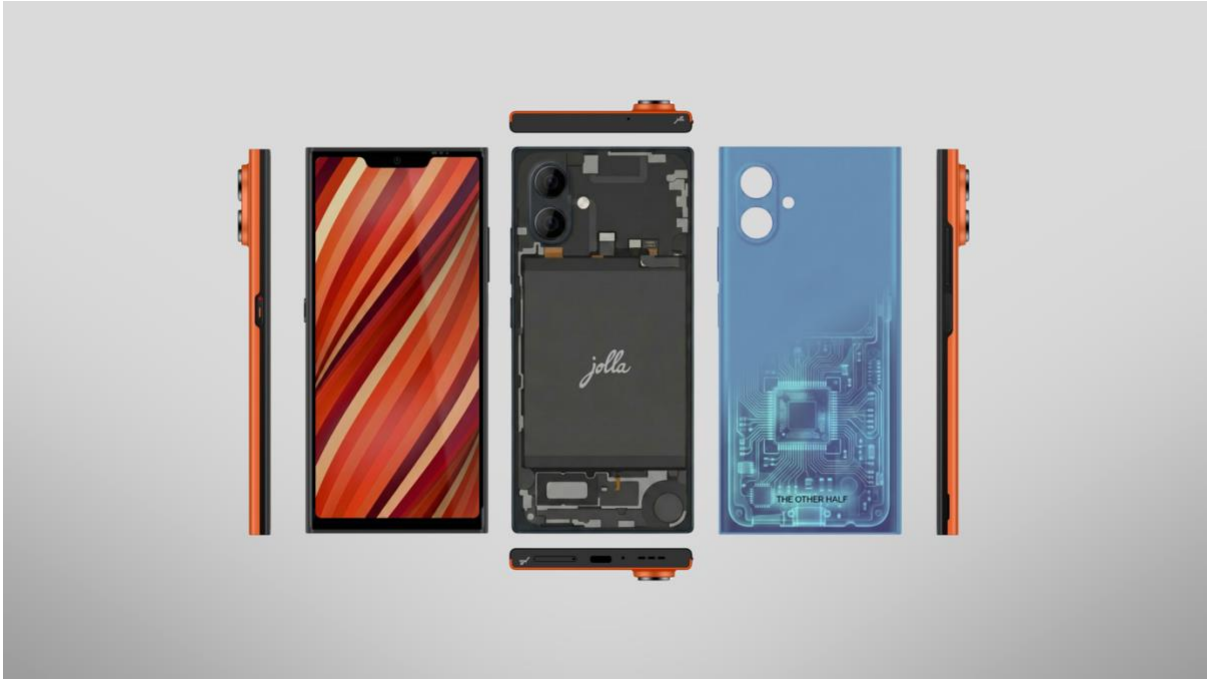
PRESS RELEASE

Jolla pre-order campaign sold organically 5,000 phones in a week

- Finnish company proves demand for European alternative with community-driven sales; promises to open source modular hardware at 10,000 pre-orders

December 16, 2025, HELSINKI, Finland — Finnish smartphone maker Jolla has sold over 5,000 pre-orders of its new Jolla Phone in a week — with an online marketing budget of just €2,500. The entirely organic, community-driven demand sends a clear message: people want a European Linux phone.

Now Jolla is raising the stakes. If pre-orders reach 10,000 units by the end of January 2026, the company will revive its pioneering "The Other Half" (TOH) modular accessory system and open source the hardware and software interface specifications for the global maker community.



The Jolla Phone's modular "The Other Half" returns if the new Jolla Phone reaches 10,000 pre-orders.

"People want a European phone. They proved it."

The €2.5 million in pre-orders came almost entirely through word-of-mouth, community sharing, and organic press coverage — not paid advertising.

"We spent €2,500 on online marketing. The European community did the rest," said Antti Saarnio, Chairman & Co-founder of Jolla. "This isn't just demand for our phone. It's a statement. Europe wants technology it controls."

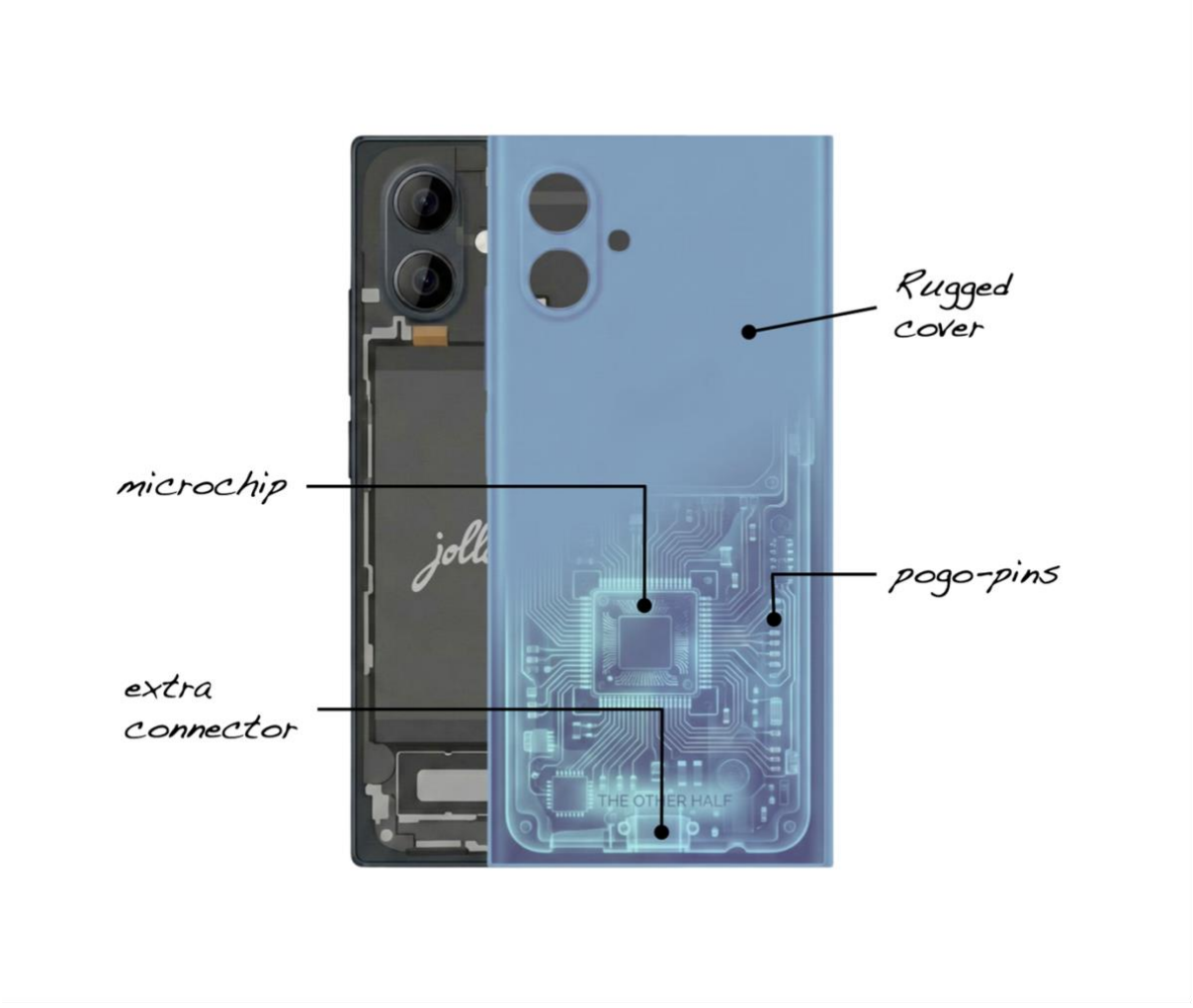
The 10,000 Milestone: Open Source Modular Hardware

At 10,000 pre-orders, Jolla commits to publishing The Other Half interface under an open license, including:

- Hardware interface drawings and electrical specifications
- Software components and application programming interfaces (APIs)
- 3D-printable reference designs

The Other Half is a snap-on back cover system with pogo-pin connectors and can house for example its own microcontroller, display, and sensors — communicating directly with the phone's operating system Sailfish OS.

"We're not just building a phone — we're building a platform," said Sami Pienimäki, CEO & Co-founder. "E-ink displays. Physical keyboards. Thermal cameras. Barcode readers. GPIO breakouts for hardware hackers. Whatever the community imagines, they can build.



The Jolla Phone's modular structure and "The Other Half" interface — pogo-pin connectors enable snap-on functional accessories. Full TOH specifications will be open sourced at 10,000 pre-orders.

Why It Matters

The Jolla Phone runs Sailfish OS — Europe's only independent mobile operating system. Combined with a physical privacy switch, user-replaceable battery, and not based on Big Tech technology, it offers an alternative to the iOS/Android duopoly.

By open sourcing The Other Half, Jolla extends this independence to hardware — inviting makers, startups, and enterprises worldwide to build on an open platform rather than a locked ecosystem.

By the Numbers

- 5,000+ pre-orders in one week
- €2.5M+ in committed sales
- €2,500 online marketing spend
- 2,000-unit minimum reached in 48 hours
- 10,000 target unlocks open source TOH
- Final assembly: Salo, Finland — Nokia's historic hometown

Pricing & Availability

Pre-orders placed before the 10,000 milestone lock in early pricing of €579 with a downpayment of €99. Pre-orders are open now at jolla.com/phone.

Jolla has launched a Community Innovation Program on the Sailfish Forum, inviting users to propose and vote on which TOH modules should be developed first: forum.sailfishos.org

About Jolla

Jolla is a Finnish technology company founded in 2011 by former Nokia engineers. The company develops Sailfish OS, Europe's only independent mobile operating system, and manufactures the Jolla Phone with final assembly in Salo, Finland. After the management buyout in 2023 restored Finnish ownership, the original founding team is once again shipping hardware.

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