

PRESS RELEASE

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The Phone Queue Returned: 500 People Lined Up in Helsinki for Europe's Only Independent Smartphone

Jolla handed the first new Jolla Phones to the community members at Narinkkatori square in Helsinki on July 8 — the same square where its original Jolla phone launched back in 2013. The phone ships with interchangeable smart covers that transform its look, sound, and ambience — and Jolla previewed configurable covers, in development, that will let people tailor the phone to any situation in life.

The last time this happened was in November 2013 — in the winter dark, on this same square. Yesterday, on July 8, the queue came back to celebrate the return of the Jolla Phone in the Finnish summer. Five hundred members of the Jolla community traveled to Helsinki from across Europe to collect the new Jolla Phone at Narinkkatori square, 13 years after Jolla launched its first smartphone in the very same place. Back then, the world was very different - many people didn't worry about their data privacy and European societies trusted non-European solutions. The market wasn't ready for an independent European phone. Now, 15,000 pre-orders suggest it is.

The Jolla Phone is Europe's only smartphone running its own operating system, Sailfish OS — one of just four commercial-grade mobile operating systems in the world, alongside Apple's iOS, Google's Android, and Huawei's HarmonyOS. Final assembly takes place in Salo, Finland, the historic home of Nokia's phone manufacturing.

Why People Queue for a Phone in 2026

Phone queues largely disappeared with the early iPhone years. Yesterday's queue at Narinkkatori was not organized with typical corporate marketing hype — rather the community members self-organized their travel to Helsinki from across Europe, arranged city tours and a 3-day program around the launch. Jolla's contribution was simply the party venue in the center of it all.



"We booked the venue at this square, the nostalgic location for the Jolla community. The passionate community made it big by traveling all across Europe at their own cost and arranging the program around the party - all organically by themselves," said Sami Pienimäki, CEO & Co-founder of Jolla. "People stood in this queue for hours because this phone answers to them, not to an advertising company or a foreign government," continued Pienimäki.

The new Jolla Phone was pre-sold entirely through community word-of-mouth, without institutional funding. Jolla operates cashflow positive — without traditional venture capital or bank financing.

What Makes the Phone Different

A physical privacy switch. A user-configurable hardware switch on the phone to cut off, for example, location, camera and microphone. Privacy is not hidden in the software system settings and menus of a 3rd party app — it is a switch you can feel with your thumb and always see its state visually.

A smart cover that changes the phone — The Other Half. The Jolla Phone revives Jolla's iconic "The Other Half" (TOH) concept: interchangeable back covers that the phone recognizes the moment they snap on, through a built-in connector — no pairing, no setup.

Available at launch are three TOH covers — **The Orange, Kaamos Black and Snow White** — each carrying its own ambience: the phone's look and feel transforms to match the cover, and each cover comes with its own original song, composed for that cover alone. Snap on a different half, and the phone looks and sounds like a different phone. Further, a Special TOH Inari Blue for the first 10,000 community members was unveiled yesterday.

In development: configurable smart covers. Jolla also demonstrated the next step for TOH — configurable covers that will reshape what the phone *does*, letting people physically tailor one phone to any situation in life:

- **Going out for the evening?** A cover that leaves your banking apps or sensitive data locked and invisible — if the phone is lost or stolen, there is nothing to find.
- **Handing the phone to your child?** A cover that turns it into a focused school device — no social media, no distractions.
- **A phone for your parents?** A cover that transforms the interface into a radically simple and safe phone — calls, messages, camera, pre-selected third-party apps of the user's choice and no app store to install malicious apps by accident.
- **Back at your desk?** Your work profile, apps, and data return the moment the work cover clicks into place.

"The Other Half means the phone adapts to your life — not the other way around. Today it changes how your phone looks and sounds. Next, we're building covers that change what your phone *is*: your work phone, your weekend phone, your kid's school phone, your parents' simple phone. You'll change it with your hands, not in a settings menu," said Antti Saarnio, Chairman & Co-founder of Jolla.

The TOH concept is fully open source in both software and hardware, inviting the global maker community, startups, and enterprises to build their own covers on the platform.

By the Numbers

- 15,000+ Jolla Phones pre-sold
- 500 community members queued for their phones yesterday at Narinkkatori, Helsinki
- 13 years since the first Jolla Phone launch on the same square (November 2013)
- 4 commercial mobile operating systems remain in the world — Sailfish OS is the only European one
- Final assembly: Salo, Finland — Nokia's historic hometown
- Bootstrapped and cashflow positive: no VC or bank funding

Availability

The Jolla Phone is sold in delivery batches; the October batch is currently available to order at jolla.com/phone. Deliveries to pre-order customers are now underway.

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. Jolla launched its first smartphone in 2013. Jolla's mission is to provide technology free from Big Tech data collection.

Media Contact

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