



For release on November 27, 3pm EET

Jolla Tablet project has more than tripled its goal by raising nearly \$1.3M; now introducing 3.5G cellular data campaign goal and more

- *Jolla Tablet to support 3.5G cellular data and more countries*
- *Opening a new micro-distribution business model*
- *Australia and Canada added to the campaign countries*

Helsinki, Finland – 27 November, 2014 – Jolla, the mobile company from Finland, kicked off its Jolla Tablet crowdsourcing project on 19 November, 2014 on the popular crowdfunding platform Indiegogo, and has more than tripled its goal since. To celebrate the success and to appreciate the active community, Jolla now introduces new campaign goals, including 3.5G cellular data. New goals are based on community requests, and cellular data has been one of the most requested features.

After the successful campaign launch at start-up event Slush 2014 last week, Jolla achieved the original crowdfunding target of 380 000 USD in two hours. Today, exactly one year after the launch of the Jolla smartphone, the Jolla Tablet campaign has received nearly 1.3 million USD in contributions.

Marc Dillon, Co-founder and COO of Jolla comments: “We are overwhelmed with how quickly we reached the initial goal in the campaign, and also of the great success so far. A huge thanks goes to our worldwide community for the strong support. Now we are proud to announce new campaign goals, including the 3.5G cellular data support, one of the most requested features by our community.”

3.5G HSDPA, extended memory card support, and split screen UI

The new Jolla Tablet crowdfunding campaign goals on Indiegogo include both new hardware and software features to the product once campaign targets are reached. The new additions are based on the most voted features by the community on together.jolla.com, the Jolla community platform.

The ultimate goal, 3.5G HSDPA cellular data support, is unlocked when the campaign hits 2.5 million USD. After reaching this target, Jolla Tablet owners within the EU can upgrade their Jolla Tablet to a 3.5G HSDPA version for just 30 USD. Jolla is also looking into making the 3.5G version available in other markets later on.

Other new campaign goals include: Split screen user interface, the most wanted software feature, enables simultaneous usage of two applications on the screen (unlocked at 1.75 million USD). MicroSDHC memory card extension up to 128GB, which gives the users even more flexibility and storage space for their music, videos, photos and more (unlocked at 1.5 million USD).

Marc Dillon continues: “We are really excited to announce these new stretch goals, which we’ve carefully identified and discussed together with our community. We asked what our backers want, and we hope we get to fulfil these promises. The highest stretch goal, adding the 3.5G HSDPA connectivity, has been in our hopes for a while already, and now we’re looking forward to build further partnerships with cellular operators across the markets.”

StarterKit for all local micro-distributors and entrepreneurs

Jolla has received hundreds of requests across the world to become a retailer for the unique Jolla products. In order to serve this demand, Jolla is excited to announce a whole new business model of micro-distribution, targeted for all interested entrepreneurs and small companies. This model will enable anyone interested to easily and affordably become a Jolla micro-distributor by simply participating to the on-going Jolla Tablet campaign on Indiegogo. All participants will receive a ~30% discount from the expected retail price and direct access to supporting Jolla marketing assets once purchasing as low as 20 units at once with a package price of \$3,499.

Availability & how to contribute

The Jolla Tablet Indiegogo crowdfunding campaign runs until 9 December, and contributors now have the chance to participate and get in on the Jolla Tablet project for \$209. The campaign is currently available in the US, Canada, Australia, India, China, Hong Kong, Russia, all EU countries, Norway, and Switzerland.

The first Jolla Tablet shipments for early backers are expected to start in the second quarter of 2015.

For more information please go to:

[Jolla Tablet product page](#)

[Indiegogo Jolla Tablet page](#)

Press images for the Jolla Tablet are available at <http://jolla.com/press>.

- Ends -

Press contacts:

Jolla Ltd., Juhani Lassila, Head of Communications, tel. +358 40 541 2365, press@jolla.com.

Please see www.jolla.com/press for further Jolla press materials.

About Jolla Ltd.

Jolla Ltd., the mobile company from Finland, develops mobile devices and Sailfish OS, the open mobile operating system. The first Jolla product, the Jolla Smartphone, was first introduced in November 2013 and it is currently available in Europe, Hong Kong, India and Russia. In November 2014 Jolla introduced the Jolla Tablet, set to hit the markets in Q2/2015.

Jolla was born in 2011 out of the passion of its founders towards open innovation in the mobile space, continuing the heritage of Nokia and MeeGo. The Jolla Smartphone and Jolla Tablet are designed and developed in Finland.

Jolla Ltd. has offices in Helsinki (HQ) and Tampere, Finland and Hong Kong.

www.jolla.com