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Nokia gets serious with anti-iPhone message

"Open to applications. Open to widgets. Open to anything"

by Amy-Mae Elliott published on 9 October 2007

Fly posters were recently spotted that suggested Nokia were targeting consumers' bad feeling over the iPhone re-locks in New York, but it seems the company have just taken their Apple-baiting campaign mainstream.

It seems that the message has graduated from viral-esque street-level marketing to full on sales angle. A visit to Nokia's site reveals the following missive on the Nseries pages:

"We believe the best devices has no limits. That's why we've left the Nseries open, Open to applications. Open to widgets. Open to anything. So go ahead and load it up, What it does is up to you."

