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Nokia goes to Hollywood

New research lab announced as Europe-based centres see job cuts

by Amy-Mae Elliott published on 20 November 2008

Nokia has announced its newest research laboratory has been established in the Hollywood area of California.

Nokia says the new Research Center in Hollywood "will work with members of the media and entertainment industry including new technology companies and creative talent, together with leading universities in the region to drive long-term research activities to further strengthen Nokia's leadership position in the convergence of internet and mobility".

The new lab will research many technologies surrounding the media industry such as film, music, games, web and TV.

Nokia says with a strong emphasis on entertainment and associated experiences, research topics will include mixed reality, content creation and user interface experiences, among others.

Nokia recently announced job cuts for its other Research Centers, with approximately 130 NRC employees globally to go.

