

Current Bits



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Nokia: A Falling Star

Years have gone by since the mobile giant, Nokia, constituted the biggest market share. The only thing that seems to be left of this giant's presence is nostalgia of the mobile game Snake.

According to various sources, one of the major reasons for the decline is Nokia's hesitation to move forward, which is quite ironic for this once great innovator.

The slow response to the release of the iPhone and its market changing app-based operating system is one of the main reasons Nokia is left behind and one of its competitors, Samsung, flew ahead. Upon the arrival of the iPhone, Samsung was quick to retaliate with its flagship Galaxy S range and the adoption of Android OS, while Nokia held on to Symbian.

These factors explain why Nokia fell behind, but the question now is why it hasn't caught up yet. IHS Screen Digest analyst Daniel Gleeson states in an interview with

TechCruch that "Nokia vastly underestimated the importance of third-party applications to the smartphone proposition." He goes further to state that one of the main fallbacks is that Nokia never quite caught on to the app trend; or rather, they caught on too late.

The final factor that hinders adoption is value for money. According to a review conducted by cellphone compendium, GSM Arena, where the new Nokia 1520 is compared to the Galaxy Note 3, they concluded: "...the Samsung phablet the better all-rounder. In many markets the stylus-touting phablet is also notably cheaper..."

In nostalgic fashion, I long for the days where Symbian ruled supreme, but the sad fact is that it will take a lot of hard work for Nokia to impress the masses once again.

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