

N-Gage Sales Goal - IGN

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Nokia spokesman Kari Tuutti revealed the cell phone manufacturer's prospective sales goals for its new N-Gage game deck in a recent interview with Reuters. "We are targeting selling several million N-Gage units in 2004," said the Nokia spokesman. Tuutti also commented on the positive N-Gage preorder campaign; "We have had a very promising order intake from the distribution and retail outlets in different countries. It indicates good momentum for N-Gage."

Nordea Securities Analyst Jussi Uskola estimates Nokia spent 150 million euros (approximately \$175.7 million US dollars) on the global launch of the N-Gage game deck, but Tuutti did not confirm the estimated cost. Tuutti only stated that building of the N-Gage brand would be a significant investment for Nokia.

Stay tuned for more info on the N-Gage launch.

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