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Dozen Knocks Nokia

Nokia's ovi.com [app store](#) is graded as a Flop by innovative [online mobile index DozenMobile.com](#)

Nokia may be one of the leading mobile phone manufacturers in the world, but DozenMobile tells it like it is and has ranked the mobile giant's [app store](#) Ovi.com as a Flop!

So how did this happen? Well, the editors at DozenMobile.com sat down and tested all the [mobile apps](#) sites they could find. Then, they selected 12, yes just 12, of the entire [mobile apps](#) industry and tested them out by using a range of parameters. After these tests, we found that Ovi.com just couldn't compete with the brilliance of other app stores such as Blackberry's App World and Apple's App Store (apple.com/iphone/apps-for-iphone).

Many of the [apps](#) on Nokia's store were viewed as overpriced – between \$8-10 USD. Competing app stores sell mobile applications for considerably less money. There were no support options on the main page, or even the purchase page. Not a promising sign for a major [mobile applications](#) site. Nokia could have used the leverage of its millions of customers for some sort of online social community – but it didn't. So, despite all the hype, Ovi.com failed to pass the Dozen ranking.

“Nokia are great at making [cell phones](#) but unfortunately compared to their competitors in the market, they are not so good at making websites. We, at DozenMobile.com purely grade the online side of the industry, so the much-hyped Ovi.com found itself in the bottom of our [Flops](#). Perhaps when it is re-launched later this year the site can make up some ground and find itself in the [Tops](#) with Apple, Google Mobile and Blackberry.”

– Daniel Raz, Editor at DozenMobile.com

What is DozenMobile.com?

DozenMobile.com is the new [online mobile](#) index from parent website DozenMedia.com. From phones to [mobile networks](#), [mobile games](#) to [mobile downloads](#), [mobile apps](#) to [mobile stores](#), we pick 12 websites for each category helping you make the right decision for the right reasons.

The Future is Now!

Push the button and check out which mobile sites rock the online world. This unique [online mobile](#) index is **jam-packed** with the very latest [mobile news](#) from the online industry, as well as reviews, events, pictures, videos and stats. Brutally honest and completely

independent, DozenMobile.com separates the [Tops](#) from the [Flops](#), with the use of Dozen Media's cutting-edge **ARS**® ranking system.

Stop Searching, Start Finding!

Lost in search engines? Need a map through the maze?
Let Dozen Media guide you through the online world.

With so many sites under the Dozen Media umbrella, from gaming and entertainment, to travel and finance, you can stay abreast of what's hot and what's not in the online industries.

Links:

Title (link anchor):	Page description (Title)	URL
mobile	Mobile Reviews - online cell phone index DOZENmobile.com – Ultimate Online Mobile Index Mobile Reviews - online cell phone index DOZENmobile.com – Ultimate Online Mobile Index	http://www.dozenmobile.com/index.php?option=com_content&view=front
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