



FOR IMMEDIATE RELEASE:

## **NOKIA PARTNERS WITH SHAFTESBURY TO PRODUCE ORIGINAL DOCUMENTARY SERIES ON THE LIFE CHANGING IMPACT OF 5G AND AI: *FUTURITHMIC***

**Six-part digital series is hosted by Michael Hainsworth and features interviews with innovators and disruptors, including augmented reality specialist Galit Ariel, MIT artificial intelligence data scientist Sandy Pentland, and science fiction author and Internet rights advocate Cory Doctorow**

**SAN JOSE, CA and TORONTO, CANADA: February 19, 2019** — As 5G takes center stage this year, **Nokia** is launching *Futurithmic*, a six-part original documentary series that explores the big societal changes expected to result from 5G networks, artificial intelligence, and automation. Hosted by veteran news reporter [Michael Hainsworth](#) (Canada's Business News Network), the series is produced for Nokia by [Shaftesbury](#), the award-winning production powerhouse behind such global hit TV series as *Murdoch Mysteries*, *Frankie Drake Mysteries*, the forthcoming *Departure*, and the worldwide branded entertainment phenomenon [Carmilla](#).

As the world's trusted end-to-end telecom networking company, Nokia is well placed to explore subjects like 5G, AI and automation and their impact on time, the evolution of the digital world and productivity. *Futurithmic* is part of the company's "social-first" marketing approach to reaching everyone who wants to leverage 5G-enabled capabilities like AI to help their run their business more efficiently and develop new revenue opportunities.

"Through *Futurithmic* and our digital publication (Futurithmic.com), Nokia's aim is to have a platform for innovation leaders in the telecommunications space to connect and share their experience and vision for the future," said **Josh Aroner, Vice President, Nokia Software Marketing**.

Nokia is also partnering with [Truly](#), an award-winning strategic marketing firm, which is responsible for creating the editorial strategy and content, website, audience development, and publishing for *Futurithmic*. Articles from industry thought leaders, including Nokia scientists, and business influencers will be shared across Facebook, LinkedIn, Twitter and Instagram, as well as via Nokia's new digital media publication, Futurithmic.com.

"We feel privileged to work with our partners at Nokia and Truly in bringing *Futurithmic* to life," said **Kaaren Whitney-Vernon, SVP Branded Entertainment, Shaftesbury**. "In collaboration with Michael Hainsworth, who brings his journalistic curiosity and business savvy to these discussions, we are creating content that delves into the life-changing technology that is the very foundation of the Internet of Things. It is as informative as it is entertaining and it embodies the brand attributes of Nokia today."

*Futurithmic* profiles the thought leaders of the next digital revolution, getting inside their heads and exploring the intersection of humanity and technology. Guests include augmented reality guru **Galit Ariel**, MIT's pioneering artificial intelligence data scientist **Sandy Pentland**, and science fiction author and Internet rights advocate **Cory Doctorow**.

"Technology shapes and influences every aspect of our lives today and we're only beginning to scratch the surface of understanding how it will radically change the way we live and work in the future," said series host **Michael Hainsworth**, who is also executive producer on *Futurithmic*. "We'll dig deep into the issues with six influential tech titans you'd love to meet. With AI, 5G, and other leaps in technology entering the home and business, this series will show you what's coming next -- so you can be there first."

The first episode of *Futurithmic* featuring Galit Ariel is available today on Futurithmic.com and on YouTube. Additional episodes will be available monthly through July.

*Futurithmic* is executive produced by Christina Jennings, Scott Garvie, Kaaren Whitney-Vernon, and Michael Hainsworth who also serves as series host. Theresa Kowall-Shipp is producer. r

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### **About [Shaftesbury](#)**

Shaftesbury is an award-winning creator and producer of original content for television, film, digital, and brands. Shaftesbury's current slate includes 12 seasons of Murdoch Mysteries for CBC, UKTV, and ITV STUDIOS Global Entertainment, two seasons of detective drama Frankie Drake Mysteries for CBC, UKTV, and Kew Media, three seasons of critically acclaimed thriller series Slasher for Netflix, as well as new primetime series Rex for CityTV/Rogers Media, and Departure for Global/Corus Entertainment. Shaftesbury's digital arm produces original digital, convergent, and branded entertainment projects including the global phenomenon and MIPTV Brand Content of the Year award winner Carmilla. Shaftesbury's branded entertainment division drives profitable engagement with millennials using scripted series, turning brands into executive producers. Recent brand partners include Walmart, Interac, U by Kotex®, and RBC.

### **About Nokia**

We create the technology to connect the world. We develop and deliver the industry's only end-to-end portfolio of network equipment, software, services and licensing that is available globally. Our customers include communications service providers whose combined networks support 5.7 billion subscriptions, as well as enterprises in the private and public sector that use our network portfolio to increase productivity and enrich lives.

Through our research teams, including the world-renowned Nokia Bell Labs, we are leading the world to adopt end-to-end 5G networks that are faster, more secure and capable of revolutionizing lives, economies and societies. Nokia adheres to the highest ethical business standards as we create technology with social purpose, quality and integrity. [nokia.com](http://nokia.com)

### **About Truly Inc.**

Truly Inc. is an award-winning consulting firm that creates insights-driven strategies to reach + attract Your Best Customer. Their secret sauce is in the blend of data, experience, and creativity. Their process begins with research to figure out what drives the audience to engage, then a strategy and a plan are built on these insights to ensure that they speak to the right audience with the right message on the right platforms at the right time. Upon launch, they obsessively measure everything and adjust and tweak until the plan is returning the utmost on your investment. For decades, they've achieved real, sustainable results for their clients, who've included: [REALTOR.ca](http://REALTOR.ca), PWL Capital, Michelin, P&G, Compusense, and CAMSO. No bandwagons. No gimmicks. No hype. Just a tested and proven insights process and obsessive commitment to making sure every single dollar spent counts.

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