Nokia launches iOS mapping app

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Nokia today launched an iOS app for Nokia Here, the company's new cross-platform mapping product. The new app is available for free in the Apple App Store for both the iPhone and iPad.

Nokia Here, which launched last week, comes on the heels of Apple's disappointing foray into the mobile maps space. With iOS 6, Apple nixed the native Google Maps application from its devices, replacing it with Apple Maps. Consumers and reviewers alike have since panned Apple's offering, saying the maps are innaccurate, and also lack favored Google Maps features, such as transit directions. Apple has since apologized for the miscue and has actually recommended other third-party apps to its users, such as Navigon and social mapping app Waze.

Nokia's sights are set on more than just Apple. The company last week also said it had formed a strategic partnership with Mozilla to bring new location experiences to the Firefox OS. Nokia said it plans to debut a mobile Web version of HERE Maps for the new Firefox OS next year.

On the Android side, Nokia announced plans for the availability of a HERE SDK for Android OEMs in early 2013 aimed at enabling partners to create location-based applications for Android devices with Nokia's content.

Today's announcement comes as Nokia continues to struggle for ground in the competitive high-end smartphone market. Just last month, Nokia announced third quarter net losses of $1.2 billion on $9.5 billion in total revenue, which was down 19 percent year over year.

Sales of the company's Lumia smartphones dropped slightly to 2.9 million from 4 million sequentially, which could be attributed to consumers awaiting the launch of Nokia's new Windows 8-based Lumia smartphones, which launched this month.

Overall, Nokia said it sold 6.9 million smartphones, including Symbian devices, with an average selling price of $210.

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