
ERICSSON HAS DEVELOPED EXTENSIONS FOR PROXIMUS' TV ANYWHERE SERVICES

- Proximus deployed Ericsson Multiscreen to offer time and place shifted functionality
- New Proximus TV app powered by Ericsson solution for delivery of seamless experiences across all screens
- Proximus customers able to enjoy improved flexibility in services including watching recordings on smartphones and tablets

Ericsson (NASDAQ: ERIC) today announces that it is working with Proximus, Belgium's leading telecommunications company, to expand its multiscreen cloud DVR (digital video recording) service which includes an array of exciting features for consumers. Proximus previously had deployed Ericsson's Multiscreen Headend to enable the delivery of enhanced services to its customers, including time and place shifting capabilities.

Jean-Marc Capitaine, Director Consumer Product & Solutions at Proximus, says: "At Proximus we are dedicated to giving our viewers the best possible service and guaranteeing their enjoyment through the delivery of outstanding content experiences. Flexibility is a must-have for today's TV consumers as they look to watch their favorite programs both inside and outside the home, on a variety of devices. Ericsson's expertise is helping us to offer exactly this level of flexibility, giving our viewers the opportunity to enjoy a service that they can mold around their connected lifestyles."

Proximus viewers can enjoy seamless and consistent experiences on all screens, whether it's a TV, tablet, PC or smartphone. The new features include the ability to:

- Watch content on one screen and then continue it on a different screen
- Record content on a smartphone for later viewing on a tablet
- Swipe content with one simple hand movement from a tablet/smartphone to the TV
- Use a mobile device as a virtual remote control
- Live TV, time-shifted Replay and recordings viewing experiences across all screens

Itai Tomer, Head of Cloud DVR, Ericsson, says: "Ericsson's Media Vision 2020 predicts that by the year 2020, time spent watching on-demand and time-shifted content will have reached 50:50 parity with linear and live TV. This shift to a media landscape where viewers are demanding increased access to video on demand services is causing TV service providers to overhaul their offerings to reflect the latest consumer trends. At Ericsson we are providing

our customers with the technology to help them meet these challenges, ensuring that they can achieve success in an increasingly complex industry.”

NOTES TO EDITORS

For media kits, backgrounders and high-resolution photos, please visit www.ericsson.com/press

Ericsson is the driving force behind the Networked Society – a world leader in communications technology and services. Our long-term relationships with every major telecom operator in the world allow people, business and society to fulfill their potential and create a more sustainable future.

Our services, software and infrastructure – especially in mobility, broadband and the cloud – are enabling the telecom industry and other sectors to do better business, increase efficiency, improve the user experience and capture new opportunities.

With approximately 115,000 professionals and customers in 180 countries, we combine global scale with technology and services leadership. We support networks that connect more than 2.5 billion subscribers. Forty percent of the world’s mobile traffic is carried over Ericsson networks. And our investments in research and development ensure that our solutions – and our customers – stay in front.

Founded in 1876, Ericsson has its headquarters in Stockholm, Sweden. Net sales in 2015 were SEK 246.9 billion (USD 29.4 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York.

www.ericsson.com

www.ericsson.com/news

www.twitter.com/ericssonpress

www.facebook.com/ericsson

www.youtube.com/ericsson

FOR FURTHER INFORMATION, PLEASE CONTACT

Ericsson Corporate Communications

Phone: +46 10 719 69 92

E-mail: media.relations@ericsson.com

Ericsson Investor Relations

Phone: +46 10 719 00 00

E-mail: investor.relations@ericsson.com