SERVE THE NEXT WAVE – INNOVATIONS FOR CHANGE

- **Targeted investments**: 90 percent of the world already has GSM/EDGE coverage; but for consumers with internet-capable devices, this type of connection is frustrating or impossible to use for mobile broadband. Average download time on GSM can take more than 20 times longer than using WCDMA/LTE. Using Ericsson's new unique mobile broadband tools, operators can identify which sites in their coverage area have the highest number of users who already have internet-ready devices and which technologies and bands those devices support. Operators can then determine whether it makes more sense to convert those sites first to HSPA or LTE, so that the greatest number of people will enjoy the benefits of mobile broadband.

  Improved network performance will drive growth; the bulk of data consumed in 2G come from subscribers with HSPA/LTE capable smartphones – and higher performance devices have even higher data usage. Improving the user experience by upgrading the GSM networks lets the performance drive data usage/growth and operators can accelerate the pace of their mobile broadband rollout through reinvestment.

- **New building blocks for cost-efficient mobile broadband coverage**:

  Ericsson Radio System portfolio of small and lightweight high output power radios and functionality and performance is balanced with competitiveness to deliver lowest customer TCO against requirements. New additions that support sustainable growth include:

  o **Ericsson Site Manager** software paired with **Ericsson Site Controller** saves on energy costs by switching sites from "always on" to "always available" state

  o **Radio 2219** is a small and lightweight high-output power radio (up to 2x80 Watts) that supports GSM, WCDMA and LTE, for smooth and cost-efficient spectrum re-farming

  o **Antenna Integrated Radio**, AIR 2488 is the latest addition to the AIR portfolio, following five years of continuous product development and the world's largest installed base. AIR 2488 is modular, flexible and fully integrated with multiple active bands. It provides operators with the shortest time to market as well as lowest TCO.

  o **MINI-LINK 6363** supports low-cost licensing E-band. The world's first split mount E-band radio can be used for easy upgrade of existing MINI-LINK nodes and for cost efficient new deployments together with the new compact **MINI-LINK 6651 indoor unit**

o A full range of new cost-efficient **Enclosures** for small cell sites to large complex multi-tenant sites save space and protect investment

o New software enhancements to both the **Zero Touch** WCDMA and **Flow of Users** solutions boost performance and increase operational efficiency

Radio 2219 *AIR 2488* *MINI-LINK 6363*

- **Reduce TCO**: Ericsson's new products and software provide the capabilities needed to reduce the total cost of ownership by up to 40 percent when rolling out Ericsson's total site solution for mobile broadband.