# ERICSSON IOT ACCELERATOR ENABLES INDUSTRIES TO PUT DATA TO WORK

- Ericsson announces IoT Accelerator, combining horizontal, feature-rich platforms with services and a marketplace for collaboration and monetization

- Available as a service, with the initial focus areas as public safety, utilities, transport and smart cities customers, enabling them to save time and money when developing and deploying IoT solutions

- Regional business labs will enable ecosystem cooperation to develop solutions that can be rapidly brought to market

Today at Hannover Messe, the world's leading trade fair for industrial technology, Ericsson (NASDAQ: ERIC) announced the IoT Accelerator. IoT Accelerator combines horizontal, feature-rich IoT platforms with Ericsson's services and a marketplace where customers from sectors such as public safety, utilities, transport and smart cities can connect with partners and monetize their solutions. IoT Accelerator will be offered as a service to enable customers to overcome the barriers of cost and complexity and rapidly develop and deploy new IoT solutions.

The IoT platforms' capabilities include data management, billing, device management, connectivity services and analytics. Planned expansion modules include a self-service portal, developer environment and software development kit. IoT Accelerator will leverage the Ericsson Cloud System to support hybrid cloud deployments and meet data sovereignty and security requirements. All main connectivity standards are supported, and the Accelerator will leverage Ericsson's Cellular for Massive IoT software solutions, including support for NB-IoT, LTE Cat-M1 and EC-GSM-IoT technologies for low power wide area applications.

The offering will leverage Ericsson's complete portfolio of services, including everything from initial setup services to business consulting, application development and maintenance, systems integration and industry transformation services.

The marketplace included in the offering is both a repository of apps and a collaborative development site. It allows companies to develop solutions in close cooperation with ecosystem partners and – optionally – make them available to their own customers.

While the IoT market is developing rapidly, successful customer engagements require the ability to adapt to local preferences, adhere to specific regional or industry regulatory requirements and enable ecosystem cooperation to develop solutions that can be rapidly brought to market. For this reason, Ericsson will support IoT Accelerator customers with regional business labs that can execute global capabilities locally.

Orvar Hurtig, Head of Industry & Society at Ericsson, says: "We believe in empowering organizations to connect people, devices and things as quickly and easily as possible. We will initially focus on public safety, utilities, transport and smart cities customers, continuously adjusting to their needs and feedback, and improving ease of use and delivery speed through a DevOps approach to software development. We deliver these capabilities to our customers via the IoT Accelerator."

IoT Accelerator will be available at the end of Q3 to customers globally.

NOTES TO EDITORS

Ericsson delivers massive IoT with millions of connections per cell site for AT&T

Ericsson and Verizon plan for millions of IoT devices

Ericsson and AT&T partner on connected solutions for the Internet of Things

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