
TELEFÓNICA MEXICO AND ERICSSON REINFORCE INDOOR COVERAGE WITH RADIO DOT SYSTEM

- More than 1,000 Ericsson Radio Dot Systems will be deployed in shopping malls, airports and commercial buildings in Mexico City to reinforce cellular coverage
- Ericsson Radio Dot System supports high-quality 4G/LTE and 3G/WCDMA mobile broadband experiences indoors

Telefónica Mexico selected Ericsson (NASDAQ: ERIC) to supply more than 1,000 Ericsson Radio Dot Systems in Mexico City's urban areas. The launch will enable Telefónica to deliver high-quality mobile broadband experiences for subscribers in facilities such as office buildings, shopping centers and airports that are otherwise difficult to cover using existing networks.

Mariano Moral, Vice President for Telefónica Business Solutions, said: "The challenge for Telefónica is to remain the operator that provides subscribers the best quality telecommunications network. Through this implementation of the Radio Dot System, we are offering LTE solutions to enterprise users and end subscribers by improving the indoor connectivity experience with high concentration of people."

The architecture of the technology is innovative and will support 4G/LTE and 3G/WCDMA indoor coverage. The Radio Dot is a stylish, flexible, and easy to install indoor small cell that can be installed in ceilings and requires very little space.

Eduardo Ricotta, Vice President, Ericsson Latin America, says: "Mexico City is the perfect place for Telefónica's largest deployment of Ericsson Radio Dot System. The city is full of high-rise buildings and millions of people wanting excellent mobile broadband services, which Telefónica can now provide in a cost-efficient way."

Omar Calvo, Engineering Director, Telefónica Mexico, says: "The agreement is focused on reinforcing services with higher value proposition. We have been looking to cover all shopping malls, starting with Plaza Cosmopol in Estado de Mexico and Plaza Galerías in Pachuca, Hidalgo during this first delivery. In the short term, we foresee the implementation in 50 facilities within Mexico City.

"Nowadays, around 80% of data traffic is generated indoors and the implementation of this indoor coverage solution positions Telefónica as the principal provider of innovative technology solutions," added Calvo.

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Delivery of Dots has already started around Mexico City, and by the end of 2016, 1,080 Dots will be up and running at locations for Telefónica's enterprise customers, shoppers, and travelers at the city's airports.

NOTES TO EDITORS

[Ericsson Radio Dot System](#)

About Telefónica

Telefónica is one of the largest telecommunications companies in the world in terms of market capitalization and number of customers. With fixed and broadband networks, and an innovative portfolio of digital solutions, the company focuses its strategy on securing its leadership in the digital world. With operations in 21 countries and more than 322 million customers, Telefónica has a strong presence in Spain, Europe and Latin America, where it has an important growth strategy. Telefónica is a 100% listed company with more than 1.5 million direct stakeholders, and ordinary shares traded in different stock markets, including London and New York, among others.

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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.

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