
ERICSSON JOINS 20TH CENTURY FOX'S INNOVATION LAB AS NEW GLOBAL PARTNER

- Ericsson selected as a preferred partner for the Fox Innovation Lab, dedicated to the development of the ultimate consumer experience, delivered across all screens

Ericsson (NASDAQ:ERIC) today announced that it will be a global partner in 20th Century Fox's Innovation Lab, an initiative dedicated to raising and accelerating the bar for next generation content and devices. The popularity of video content amongst consumers across the world has never been greater; the Ericsson November 2015 Mobility report states that by 2021, video will account for 70 percent of all traffic on mobile networks. Ericsson will work with the Fox Innovation Lab on innovations designed to help the media industry meet head-on the demands of today's exacting audiences.

The Fox Innovation Lab brings together 20th Century Fox and technology companies to work towards enhancing the viewing experience of content on all the consumer's devices, including a look forward at the potential of the connected car and home. Part of the Fox Innovation Lab's mission is to solve the challenges of delivering connected content to today's consumers, ensuring they are provided with the best possible end experiences.

Danny Kaye, Executive Vice President, Global Research & Tech Strategy, Twentieth Century Fox Home Entertainment and Managing Director, Fox Innovation Lab, said: "Ericsson is one of the most progressive and largest mobile companies in the world, making them the perfect partner to realize the possibilities of the Fox Innovation Lab. We are constantly investigating and advancing strategies that leverage new technologies to take the movie experience beyond one screen, and Ericsson's involvement will further our ability to deliver on this vision."

Hanno Basse, Chief Technology Officer, Twentieth Century Fox and Managing Director, Fox Innovation Lab, added: "Together we'll push boundaries that enable the development of cutting-edge mobile content experiences that re-define the future of entertainment. Ericsson is a great partner to help realize our commitment to innovation and drive consumer engagement to new heights."

Ericsson and 20th Century Fox will work on a range of projects together to provide true connected content experiences. The Fox Innovation Lab will also develop solutions to allow consumers more opportunities to purchase and view video across multiple platforms.

Per Borgklint, Senior Vice President and Head of Business Unit Support Solutions at Ericsson, commented: “It is a privilege to be chosen as a preferred TV and media solution provider involved in the Fox Innovation Lab and we look forward to jointly developing new video technologies and experiences that engage viewers in a much more compelling way. Our end goal at Ericsson is to delight the TV consumer every day. 20th Century Fox shares our commitment to making this happen, placing the consumer at the heart of the ecosystem and ensuring that their expectations are met and exceeded. Ericsson’s deep insights into the consumer alongside our expansive solution portfolio and global transformation services are allowing us to shape the industry in this new internet era of television.”

NOTES TO EDITORS

About Fox Innovation Lab

The Fox Innovation Lab is 20th Century Fox’s research and development center established to drive the advancement of groundbreaking technology and new consumer experiences across all platforms and distribution models. The Lab works closely with production, marketing and distribution across all 20th Century Fox divisions as well as key external partners to advance next generation technologies including 4K Ultra HD with high dynamic range, mobile content experiences, and virtual, augmented and mixed reality. The Fox Innovation Lab serves as a research hub, demonstrating and testing technologies with consumers throughout the development process to obtain qualitative data and hands-on feedback in order to bring innovative and premium products to market.

Ericsson at Mobile World Congress 2016

During Mobile World Congress 2016 in Barcelona, Ericsson will showcase its unique industry insights, the latest innovation and inspirational discussions that enable powerful new business opportunities. We are in the midst of the societal transformation we call the Networked Society: a society in which mobility, broadband and cloud empower every person and every industry to reach their full potential. Opportunity is everywhere, and companies are transforming according to the role they have chosen to play in the value chains and ecosystems of the Networked Society.

Join us in our Hall (Hall 2, Stand 2N60) to learn about 5G, the Internet of Things and cloud, and to discuss the impact digital transformation can have on people, business and society.

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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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