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# ERICSSON'S SOFTWARE INNOVATION ACCELERATES VOLVO IN-CAR EXPERIENCE

- Ericsson software enhances driver entertainment and productivity while in self-drive mode, offering seamless highway media viewing supported by network awareness data and analytics
- Volvo Cars is a partner of the initiative investigating different new technologies for future, fully autonomous cars

Ericsson (NASDAQ:ERIC) today announced more details around its plans to power the ultimate connectivity experience for self-driving cars. As autonomous driving becomes a reality with more cars hitting the road this year, attention is turning to spotty network coverage along highways that stand in the way of great media and productivity experiences.

At CES 2016 in Las Vegas, Ericsson and Volvo Cars announced their joint research program to develop intelligent, high bandwidth, streaming capabilities that will ensure drivers and passengers get the most out of their time travelling in an autonomous Volvo. New technologies from the research program are planned to be integrated in autonomous driving Volvo cars.

The autonomous car connectivity capabilities announced by Ericsson utilize creative techniques to ensure a premium media experience for self-driving cars, especially on high-speed highways. This environment is particularly challenging because bandwidth and data management were not intended to support high volumes of data in high-speed mobile situations. While network coverage is strong in static locations, it is largely inconsistent on highways and only limited data can be stored in a car.

Ericsson's and Volvo Cars' research program will be shown, together with Volvo's latest autonomous car demonstration, at Mobile World Congress 2016, held February 22 to February 25, 2016.

Ericsson has supported Volvo's Connected Vehicle Cloud (CVC) – based on Ericsson's Multiservice Delivery Platform – since 2013. The CVC provides infotainment, applications and communication services in Volvo's new cars.

## PRESS RELEASE

February 18, 2016



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### **Ericsson platform will support open application programming interfaces (APIs)**

Ericsson's open application programming interfaces (APIs) platform will support industry partners in the development of in-car ecosystems that offer innovative services and applications.

Ericsson's open software platform delivers time-relevant, rich media and content to the autonomous car. The platform creates a seamless network that combines network awareness, data and analytics that enhance productivity and experiences. Using key capabilities such as video segmentation, network optimization and understanding of real-time traffic data, the platform provides a seamless viewing or productivity experience. Open APIs allow the platform to support multiple partners for creation of an application ecosystem that is built around the driver.

Diomedes Kastanis, CTO Software Solutions, Ericsson says: "Ericsson's platform can use analytics for a range of use cases, including suggesting media content to fit the length of a planned route. We are taking an expansive, innovative approach to autonomous cars, treating them as Internet of Things (IoT) devices that are made smarter by our powerful, analytics-driven approach. Our latest work on this front represents yet another example of Ericsson's focus on open, agile software that meets the needs of emerging ecosystems."

### **[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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### NOTES TO EDITORS

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*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 2014 were SEK 228.0 billion (USD 33.1 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York.*

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**PRESS RELEASE**  
February 18, 2016



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