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## ERICSSON TURNS GREAT IDEAS INTO GLOBAL REALITIES AT CES 2016

- From autonomous driving to remote-operator excavators, Ericsson will demonstrate how the Internet of Things (IoT) is changing the world for people, business and society
- Ericsson CEO Hans Vestberg and other executives featured on speaking panels throughout CES
- Experience the network of the future at the Ericsson booth #10433, Las Vegas Convention Center

At CES 2016 from January 6-9, in Las Vegas, Ericsson (NASDAQ:ERIC) will demonstrate how the Networked Society is turning great ideas into global realities. The Networked Society represents a fundamental paradigm shift for people, business and society. In this shift, resources are continuously discovered, new forms of value are unleashed, and life and business are transformed.

As industry after industry transforms based on the fundamentals of mobility, broadband and cloud, there will be an emphasis on the centrality of networks – horizontal, programmable network platforms that connect the clouds of all the industries, forming a bridge between a myriad of devices and an endless ocean of applications.

Ericsson executives and speakers will join panels throughout CES, including:

**AT&T Developer Summit: Smart Cities Keynote**

Tuesday, January 5, 2016, 9:10am, Palms Resort

Ericsson speaker: Hans Vestberg, President & CEO, Ericsson

**AT&T Developer Summit: The Journey to 5G**

Tuesday, January 5, 2016, Noon – 12:45pm, Palms Resort

Ericsson speaker: Glenn Laxdal, Head of Technology and Strategy, Ericsson North America

**Mobile Future Conference: Hyperdata & the Mobile Future**

Tuesday, January 5, 2016, 2:15pm – 3:15pm, Las Vegas Convention Center, North Hall 256

Ericsson Speaker: Arun Bansal, Head of Business Unit Radio, Ericsson

**Broadband Conference: 5G: Incremental Change or the Next Revolution?**

Tuesday, January 5, 2016, 3:30pm – 4:30pm, Las Vegas Convention Center, North Hall 256

Ericsson Speaker: Glenn Laxdal, Head of Technology and Strategy, Ericsson North America

**Fierce Wireless Breakfast: Will 5G be the answer to the Internet of Things?**

Wednesday, January 6, 2016, 7am – 9am, Paris Hotel, Versailles Ballroom

Ericsson Speaker: Glenn Laxdal, Head of Technology and Strategy, Ericsson North America

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**Cybersecurity Forum: How Smart is Your Device**

Wednesday, January 6, 2016, 10:30am – 11:15am, Venetian Level 4, Lando 4301

Ericsson Speaker: Jason Hoffman, Head of Product Area Cloud Systems, Ericsson

**CEA Educational Session: Defining the Internet of Things**

Thursday, January 7, 2016, 9am – 10am, Las Vegas Convention Center, North Hall 261

Ericsson Speaker: Arun Bansal, Head of Business Unit Radio, Ericsson

**HDR Conference: HDR: The 2016 Hollywood Playbook**

Thursday, January 7, 2016, 10:15am – 11:15am, Venetian Level 4, Lando 4301

Ericsson Speaker: Matthew Goldman, SVP Technology, Ericsson TV & Media Strategy

**Digital Hollywood: Hybrid TV: Delivering the Ultimate TV Experience**

Thursday, January 7, 2016, 2:15pm – 3:15pm, Las Vegas Convention Center, North Hall 262

Ericsson Speaker: Ben Huang, VP, Marketing, Ericsson TV Platforms

Located in the Central Hall #10433, Ericsson's exhibition stand will deliver an end-user perspective on the Networked Society, where connectivity is the starting point for new ways of innovating, collaborating and socializing. Ericsson will explore life in tomorrow's connected world with featured demonstrations across six different areas in the booth, including:

- **Immersive Experiences**

A viewing experience like nothing before with such amazing visual quality that consumers feel part of the on-screen story.

- **Autonomous Driving**

One key area of automotive industry transformation is autonomous driving, where "driverless" commutes include drivers moving in and out of control of the vehicle easily and safely.

- **Understanding 5G**

5G offers the possibility to create logical network slices (using software defined networking (SDN) and programmability) of the mobile network serving a wide and varying set of needs.

- **Monetizing IoT**

The increased relation between the service and the connectivity will drive collaboration in the ICT value chain and the development of ecosystems and new business models.

- **Enabling Everything**

Operators are embracing horizontal software solutions, cloud ecosystems, analytics, industry vertical expertise and security & controls to become agile operators.

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- **Trending Now**

The mobile industry is turning technology progress into thriving markets and real benefits for a rapidly growing number of users.

Featured demonstrations will include:

**5G Excavator**

This live demonstration shows the capabilities of next-generation 5G networks in mission critical M2M situations. The demonstration allows visitors to get hands-on experience of controlling an excavator located in Plano, Texas remotely from the show floor. Visitors will wear a virtual reality headset and sit at the controls of the excavator to operate it in real time.

**Autonomous Driving**

Experience the full-scale of the driver-less car ecosystem where 5G creates new opportunities for personal travel and cargo transport. Ericsson's offering ranges from traffic control centers to enabling full-scale connectivity, so that every transport hub, every vehicle and every journey is connected.

**Connected Water**

See how Ericsson's Technology For Good benefits the Networked Society by helping to protect the environment and drinking water. The demo will showcase Ericsson's active involvement with the development of water quality sensors that utilize the mobile network to securely send data. This data is then used to efficiently monitor and protect vital watersheds, streams, and rivers. The demo will also showcase how LTE power saving mode will enable deployment of IoT sensors in the field with minimal power requirements.

NOTES TO EDITORS

For media kits, backgrounders and high-resolution photos, please visit [www.ericsson.com/press](http://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*

## PRESS RELEASE

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*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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