
ERICSSON ACCELERATES SK TELECOM'S DATACENTER VISION

- Ericsson's cloud technology leadership to be showcased at IDF15 in San Francisco
- As a world leading adopter of Intel® Rack Scale Architecture (RSA), Ericsson presents 2016 plans and vision for HDS 8000, software-defined datacenters and cloud
- Ericsson announces first collaboration on implementing RSA-enabled datacenters with South Korean operator SK Telecom

Ericsson (NASDAQ: ERIC) will demonstrate key technologies from its cloud infrastructure portfolio at the Intel Developer Forum 2015 (IDF15), an industry and media event held August 18-20, 2015 in San Francisco, US.

The event will showcase Ericsson's cloud technology leadership to a broad industry and media audience, and will highlight the strength of the company's open developer ecosystem, which includes strategic partners Apcera, Guardtime, Cleversafe and Intel.

Anders Lindblad, Head of Business Unit Cloud & IP, Ericsson, says: "Cloud technology is rapidly disrupting the ICT industry, and we see IDF15 as a unique opportunity to engage with decision-makers and developers in this critical area."

"We look forward to showing Ericsson's industry-leading cloud portfolio. The combination of our Networked Society vision and long experience of designing, deploying and running the world's most advanced communication systems makes us a highly relevant ICT change-maker as the transformation of the industry accelerates," Lindblad says.

At the event, Ericsson will also announce a close cooperation with South Korean operator SK Telecom. The partnership will establish software-defined datacenters built on Ericsson's HDS 8000 datacenter system and Intel® Rack Scale Architecture, leading to the creation of automated and TCO-efficient hyperscale cloud infrastructure.

Alex Jinsung Choi, Chief Technology Officer, SK Telecom, says: "RSA is the key technology to make the cloud extremely scalable, flexible and TCO-efficient. SK Telecom believes this partnership will accelerate SK Telecom's software-defined data center vision to be realized."

PRESS RELEASE

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IT research and advisory firm 451 Research concludes that with the HDS 8000, Ericsson is just doing what everyone else is talking about.

Peter Christy, Research Director, Networking at 451 Research, says: "What is very different is its timing: real systems this year, literally many years ahead of the crowd."

In support of openness in telecom transformation, Ericsson has recently joined the Intel® Network Builders community and will show innovative network functions virtualization (NFV) and software-defined networking (SDN) solutions at IDF15. The members of the community collaborate on accelerating network transformation through the adoption of SDN and NFV.

First held in 1987, the Intel Developers Forum is a biannual or triannual event that gathers developers and technologists from across the ICT industry. Ericsson is a gold sponsor of IDF15.

Join the conversation on LinkedIn: www.linkedin.com/grp/home?gid=6966087

NOTES TO EDITORS

Media kit: <http://www.ericsson.com/thecompany/press/mediakits/cloud>

Ericsson HDS 8000: <http://www.ericsson.com/ourportfolio/products/hds-8000>

Download high-resolution photos and broadcast-quality video at 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 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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