
ERICSSON UNVEILS CONNECTED BUS STOP AND OTHER PUBLIC TRANSPORT INNOVATIONS AT UITP MILAN

- Connected bus stop incorporates 3G, LTE or Wi-Fi small cell technology that provides public transport operators with an additional source of revenue
- Also supports commuter-specific functionality such as real-time information about bus movements, interactive maps, local news and tourist information
- Other concepts and commercial offerings demonstrated at the event include Small Cell as a Service, Connected Traffic Cloud and mobility as a service

At UITP World Congress and Exhibition, the world's biggest public transport event, Ericsson (NASDAQ: ERIC) is demonstrating a connected bus stop concept that incorporates 3G, LTE or Wi-Fi small cell technology. The connected bus stop's small cell infrastructure will provide public transport operators with an additional source of revenue, as it can be leased to telecom mobile operators as a means of densifying their networks. In addition to conventional consumer uses for mobile broadband, the connected bus stop will support functionality that is particularly useful for commuters.

This could include screens that display real-time information about bus movements and touch-screens that provide access to interactive maps, local news, tourist information and advertising. In addition, a closed-circuit television (CCTV) camera, panic button and push-to-talk functionality could be incorporated to increase security and make it easy for commuters to contact emergency services or the police.

In dense urban environments such as shopping, business, entertainment and financial districts, capacity is often stretched to the limit and many networks can't consistently deliver high downlink speeds. The connected bus stop – an application of the Small Cell as a Service offering Ericsson launched in 2014 – alleviates this problem by creating a separate small cell access network that is integrated with telecom operators' transmission networks. Ericsson provides the technology and associated services in a partnership with transport operators and local telecom network operators.

Orvar Hurtig, Head of Industry & Society at Ericsson, says: "Ericsson delivers and operates ICT infrastructure and services for road, rail and public transport based on our leading portfolio of telecommunications solutions and services. At UITP, we will demonstrate both concepts and commercial offerings that have the potential to improve public transport for both operators and end users."

In addition to the connected bus stop concept, Ericsson will also demonstrate:

[Small Cell as a Service](#) – an established means of increasing and sharing network capacity in environments where it isn't feasible to add additional macro cells to operator networks

[Connected Traffic Cloud](#) – a managed cloud concept that enables the sharing of real-time traffic and road condition data between connected vehicles and road traffic authorities

PRESS RELEASE

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Mobility as a service – a concept that facilitates multi-modal transport, whereby various means of private and public transport can be combined and e-tickets are stored on smartphones

NOTES TO EDITORS

[Transport press backgrounder](#)

[Volvo Bus Latin America and Ericsson sign partnership to foster urban mobility](#)

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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 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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