
ERICSSON BRINGS 2015 FIS NORDIC WORLD SKI CHAMPIONSHIPS TO FANS AROUND THE WORLD

- Ericsson is hosting the world's first digital arena of data and content, allowing fans to access real-time information about the performance of their favorite skiers
- The solution, known as Ericsson Networked Event, enables mobile applications that are available for download now in the iOS and Android app stores
- The solution demonstrates the benefits of the Networked Society where connectivity is the starting point for new ways of innovating, collaborating and socializing

Ericsson (NASDAQ: ERIC) – the digital experience partner for the 2015 FIS Nordic World Ski Championships – today announced the launch of two mobile applications that will bring fans closer to the action than ever. The apps – Live Results Falun2015 and Live Arena Falun2015 – are enabled by a vast amount of data collected by Ericsson and made readily available through a standardized API.

Industry-leading solutions used by Ericsson to aggregate and share data with app developers include the Multiservice Delivery Platform, M2M Service Enablement and Mediaroom Reach. The end result is the Ericsson Networked Event, a solution platform that adds extra value for anyone interested in following a live event.

Cecilia Atterwall, Head of Strategy, Marketing and Communications at Global Services, Ericsson, says: “Anyone following live events – especially sporting events such as Falun2015 – uses multiple sources of information to stay up to date. The Ericsson Networked Event platform makes it possible to collect all of this information, make it available to app developers and give end users the second-screen experience they expect.”

During the 2015 FIS Nordic World Ski Championships in Falun, Sweden, followers and fans will have access to up-to-the-minute information and results through two apps: Live Results Falun2015, developed by Triona; and Live Arena Falun2015, developed by Tension Graphics.

The Live Results Falun2015 app is optimized for smartphones, but can also be used on a tablet. It is available in the iOS and Android app stores, and as a mobile website for Windows Phone users. Its features include a schedule of events, live results, a news feed, site maps, as well as local traffic, transportation and weather information for Falun.

Live Arena Falun2015 is optimized for tablets and is only available for iOS. This app offers a highly immersive, interactive experience that will allow users to follow their favorite skiers

as they compete and take a virtual tour of the ski stadium. In Sweden and the US, users of the app will also be able to watch live TV coverage of the event.

Atterwall adds: “One of the other additional features for the Live Arena app is something we’re calling Connected Snow. Through sensors and connectivity, app users can experience a heat map, showing where the snow is coldest – an important parameter for skiing.

“Ericsson has connected a multitude of devices around the world before, but this is the first time the elements themselves will be part of the Networked Society, and a great exploration of our belief that anything that benefits from a connection will be connected.”

Kent Lövgren, Marketing & Sales Director at Falun2015, says: “The Falun2015 organization had a goal from the start to offer an experience beyond the ordinary when it comes to the digital experience. The commitment and solutions provided by Ericsson make this a reality and we are very pleased to see today’s launch of the two apps that will enhance the experience for every visitor and viewer of the event.”

The 2015 FIS Nordic World Ski Championships are held in Falun, Sweden, from February 18 to March 1, and will host around 700 athletes from close to 60 countries.



NOTES TO EDITORS

Falun 2015 Media Kit

<http://www.ericsson.com/thecompany/press/mediakits/falun2015>

Press release:

Ericsson engages in World Ski Championships 2015

www.ericsson.com/news/1767859

Ericsson Multiservice Delivery Platform:

www.ericsson.com/ourportfolio/telecom-operators/multiservice-delivery-platform

Ericsson Machine-to-Machine Service Enablement

www.ericsson.com/ourportfolio/telecom-operators/machine-to-machine-service-enablement

Ericsson Mediaroom Reach:

www.ericsson.com/us/ourportfolio/products/mediaroom-reach

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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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