
DTAC SELECTS ERICSSON'S WORLD-CLASS LTE TECHNOLOGY TO DELIVER 4G IN MAJOR CITIES

- Ericsson has been awarded a five-year deal as part of dtac's LTE expansion program to deliver the technology in several major cities across Thailand
- The contract includes upgrading and expansion of dtac LTE and 3G networks along with professional services such as network-roll out, integration, tuning & optimization as well as support services
- Ericsson LTE equipment and service professionals will transform dtac network into a market leading high-performance mobile broadband network in order to deliver internet for all to Thai consumers.

dtac TriNet Co., Ltd, a subsidiary of Thailand's second-largest mobile operator, has awarded Ericsson (NASDAQ: ERIC) a five-year agreement to deliver 4G in several major cities as part of its LTE expansion program on 2100MHz band. Once completed, consumers can expect a superior user experience when browsing the internet on their smartphones, and much faster speeds when streaming or downloading movies.

Khalid Shehzad, Chief Technology Officer at dtac, says: "dtac is in a strong position to capture market share and innovate to meet the growing demand for internet services in Thailand. We are firmly anchored to the strategy of delivering internet for all in Thailand. We are looking forward to continuing our close cooperation with Ericsson and to expand our high-quality mobile broadband services to customers all over Thailand."

Camilla Vautier, Head of Ericsson Thailand, says: "This expansion project will see an enhanced mobile broadband experience offered to dtac's customers through a high-capacity LTE network. We will leverage our combined technology and services leadership to deliver this improved experience to dtac's subscribers."

"Ericsson services professionals will help dtac address all of the challenges associated with deploying 3G/4G networks, assuming responsibility for everything from planning, end-to-end network rollout, tuning and optimization. This reinforces our long-term strategic partnership with dtac. Through this network expansion, we are enabling consumers in Thailand to access faster mobile broadband services that can enrich their everyday lives." Camilla adds.

Ericsson is the market leader in LTE network technology. 50 percent of the world's LTE smartphone traffic is currently served by Ericsson networks, which is more than double the traffic of our closest competitor. Ericsson is present today in all high-traffic LTE markets

PRESS RELEASE

NOVEMBER 06, 2014



including the US, Japan, South Korea, Singapore, Australia and Canada etc., and has also been selected by the top 10 LTE operators, as ranked by LTE subscriptions worldwide.

NOTES TO EDITORS

About dtac

Total Access Communication PLC or dtac is one of the leading mobile operators in Thailand with approximately 28 million subscribers. Founded in August 1989, dtac has accumulatively invested more than THB 130 billion over the past decade to strengthen its business by continuously upgrading its technology and improving its service quality. For more information about dtac (The Stock Exchange of Thailand symbol: DTAC), please visit www.dtac.co.th.

Download high-resolution photos and broadcast-quality video at: www.ericsson.com/press

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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 more than 110,000 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 2013 were SEK 227.4 billion (USD 34.9 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York. www.ericsson.com

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PRESS RELEASE
NOVEMBER 06, 2014



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