
ERICSSON AND ZAIN BAHRAIN PARTNER TO DELIVER HIGH DEFINITION VOICE IN THE KINGDOM

- Zain Bahrain selects Ericsson's HD voice solution to differentiate its offering with high-quality voice services
- Customers will enjoy higher voice quality, more effective conference calls, better speech-to-text applications and ultimately communicate more effectively in daily life and business
- Ericsson is sole supplier of Zain's radio and core network for HD voice

Mobile phones have long enabled us to make calls on the go, but for the most part, making calls in noisy environments -- such as near a busy road, on a construction site or in extreme weather conditions -- has simply not been feasible. High Definition (HD) voice services help deliver on the promise of true mobility and Zain has chosen Ericsson (NASDAQ:ERIC) to launch HD voice services over Zain's existing Ericsson 3G radio and core network in Bahrain.

Subscribers are able to enjoy crystal-clear voice quality, allowing them to conduct more effective conference calls, enjoy better speech-to-text applications and ultimately improve the way they communicate in their daily business and private lives.

Mohammad Zainalabedin, General Manager of Zain Bahrain, says: "We always strive to bring the best customer experience to our subscribers in the Kingdom. Our customers demand high-quality services and with Ericsson's HD voice solution we further differentiate our services within the Bahraini market."

Communications technologies continue to evolve and smart devices become increasingly more advanced; with close to 70 percent of global mobile revenues still linked to voice calls, operators have the opportunity to differentiate by delivering high-definition voice capabilities that offer a superior experience to their consumers.

Rafiah Ibrahim, President of Ericsson Region Middle East, says: "We have been partners with Zain for many years and now we are also the sole supplier of their core and radio network. Now Zain has chosen to facilitate a smooth upgrade of their network to support HD voice which will benefit of Zain's customers."

Ericsson's HD voice solution is a fully developed and standardized technology that has already been deployed by some operators across the Middle East. Ericsson HD voice is

based on AMR (Adaptive Multi Rate) wideband. It significantly improves speech quality in mobile phone calls, both for GSM, WCDMA, CDMA and LTE networks.

NOTES TO EDITORS

[Ericsson HD Voice](#)

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, businesses and societies 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.

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