ERICSSON DRIVES VIDEO NETWORK INNOVATION AT IBC 2014

- Ericsson launches next application of in-house developed chip for contribution and distribution market to ensure best possible picture quality
- Demonstrates range of solutions which ensure optimized networks for video delivery
- Enables improved video quality across all screens for consumers

Ericsson’s (NASDAQ: ERIC) June 2014 Mobility Report estimates a tenfold growth in mobile data traffic between 2013 and 2019, and that 50% of this traffic will be video. At IBC 2014, Ericsson will showcase how the company is ensuring its customers have the capability to cope with unprecedented demands on bandwidth through an expanding portfolio of solutions which are driving efficiency in content delivery, and enabling all networks to be engineered for video.

IBC 2014 will mark the launch of the next application of Ericsson’s unique, in-house developed professional video chip, featuring a programmable design to allow the addition of features which specifically serve the needs of the contribution and distribution (C&D) market. Ericsson’s chip now offers the most complete set of tools for the most demanding C&D applications, including multiple low-latency processing modes, 4:2:2 sampling, and 10-bit precision, enabling the highest possible video quality and deployment density.

Ove Anebygd, Vice President and Head of TV, Ericsson, said “The launch of our chip into the C&D market is just one example of how Ericsson is committed to driving efficiency and commercial opportunity for the entire media value chain of video over any network. Our leadership in C&D applications has come from continual innovation, and by defining industry needs. By introducing our powerful, professional video chip to this market we are enabling higher quality video delivery to our customers’ subscribers.”

“In addition, by enabling the shift to consumer mobility in video consumption by making all IP networks video-enabled, Ericsson is responding to consumer demand for content anywhere, any time and across all devices,” Anebygd added.

During IBC, Ericsson will present a range of all-new, live LTE Broadcast demonstrations that showcase how the mobile broadband networks of today can open up new video delivery business models and transform the way consumers access and experience content. Highlights include: LTE based hybrid set-top-box delivery, including both unicast and broadcast; a live unicast/broadcast switching
demonstration to show the dynamic nature of eMBMS (part of LTE Broadcast from Ericsson); and live daily LTE Broadcast transmissions from the Ericsson booth (1:D61), in partnership with KPN.

Ericsson’s pioneering work in customer trials of LTE Broadcast around the world, including the world’s first LTE Broadcast trial on a live network, highlights how the industry can use the technology to fully optimize networks for the efficient delivery of premium content and advertisements to mobile devices.

Ericsson will also show how the company delivers superior network efficiency, intelligence, optimization, agility, and monetization opportunities through its Media Delivery Network solution. The solution, which includes Ericsson Multiservice Proxy, a multi-purpose, multi-technology network node, enhances the position of network owners in the media value chain through profitable video delivery, enabling them to leverage their established consumer relationships. At the same time, the solution also offers content owners cost-effective accessibility and guaranteed quality of experience across mobile and fixed networks.

NOTES TO EDITORS

Ericsson launches compression platform powered by new video chip
Europe's first live trial of LTE Broadcast: revolutionizing video delivery across mobile networks
Ericsson launches plug-in media delivery ecosystem
IBC 2014 media kit

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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