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## ERICSSON AND SOFTBANK DEMONSTRATE MOBILITY-BASED POLICY TO IMPROVE PERFORMANCE

- Industry-first demonstration connects mobility management and policy control to optimize radio resources and reduce signaling traffic
- Enhanced, location-based mobile user experience enabled by Ericsson innovation
- Network performance improvements target Tokyo busy-hour traffic

With network performance becoming an increasingly important differentiator for mobile operators, Ericsson (NASDAQ: ERIC) and SoftBank Mobile Corp ("SoftBank Mobile") are working together to further improve the user experience in even the most congested network environments with new Mobility-based Policy.

Mr. Yoichi Funabiki, Director, Mobile Network Planning Division, Core Network Department SoftBank Mobile, says: "To accommodate our subscribers and data traffic growth, it is critical to optimize our spectrum. By enabling us to dynamically allocate the best radio resources on a per-user, per-terminal basis, Ericsson Mobility-based Policy has the potential to increase our network flexibility while reducing signaling traffic network wide – this efficiency drives additional opportunities to improve both the user experience and network performance."

Ericsson's new software feature, the Mobility-based Policy creates a direct connection between Ericsson SGSN-MME and Ericsson Service-Aware Policy Controller. This connection enables mobility management information from the SGSN-MME to go directly to the Service-Aware Policy Controller, while selected policy decisions from the Service-Aware Policy Controller can then go directly to the SGSN-MME. By off-loading the gateway, Mobility-based Policy supports an enhanced, location-based mobile user experience while reducing signaling traffic in the network. This is especially important in highly congested user environments such as Tokyo busy-hours.

Jan Signell, Head of Region North East Asia, Ericsson, says: "Ericsson and SoftBank Mobile work together to consistently enhance the performance and user experience on their mobile network. With this demonstration of Mobility-based Policy, an innovative feature of Ericsson's Evolved Packet Core, we continue to strengthen our strategic partnership with SoftBank Mobile."

SoftBank Mobile network includes both Ericsson LTE Radio Access Network and Evolved Packet Core. Ericsson was also selected by SoftBank Mobile to supply and integrate its

## PRESS RELEASE

AUGUST 11, 2014



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end-to-end mobile network solution for voice over LTE (VoLTE). Ericsson is the market leader in LTE Radio Access Network and Evolved Packet Core. Today, 50 percent of the world's LTE smartphone traffic is served by Ericsson networks, which is more than double the traffic of our closest competitor. Ericsson has also supported all the world's first commercial VoLTE launches and is the IMS market leader.

### NOTES TO EDITORS

Video: SoftBank and Ericsson demonstrate Mobility-based Policy

[www.ericsson.com/news/mobility-based-policy\\_244099436\\_c](http://www.ericsson.com/news/mobility-based-policy_244099436_c)

SoftBank Mobile selects Ericsson to build their next generation packet core

[www.ericsson.com/news/1550804](http://www.ericsson.com/news/1550804)

SoftBank Mobile signs LTE contract with Ericsson in Japan

[www.ericsson.com/news/1603069](http://www.ericsson.com/news/1603069)

Ericsson Radio Dot System chosen by SoftBank Mobile for indoor performance boost trial:

[www.ericsson.com/news/1763937](http://www.ericsson.com/news/1763937)

Ericsson's complete voice over LTE solution selected by SoftBank Mobile

[www.ericsson.com/news/1739055](http://www.ericsson.com/news/1739055)

*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.*

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PRESS RELEASE  
AUGUST 11, 2014



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