
ERICSSON ENGAGES IN WORLD SKI CHAMPIONSHIPS 2015

- Ericsson signs on as partner for 2015 FIS Nordic World Ski Championships in Sweden and will focus on the digital event experience
- Ericsson will make live event data available to mobile device users everywhere by providing solutions that enable partners to develop interactive apps
- The apps and the official website will comprise a virtual interactive arena that allows people around the world to access real-time information about the event

Ericsson (NASDAQ: ERIC) has signed an agreement with the organizers of the 2015 FIS Nordic World Ski Championships to engage in the event and provide solutions to make it accessible to mobile device users all over the world.

For the event, which will take place in Falun, Sweden, Ericsson will implement some of the solutions that form part of the company's vision for the Networked Society, in which everything that could benefit from being connected will be connected. Using these solutions, Ericsson will enable its partners to develop rich, highly informative and interactive apps, as well as the official website for the event: <http://falun2015.com/>

Together, the apps and the official website will constitute a virtual interactive arena that will allow spectators – both on-site or following it from anywhere else around the world – to access real-time information about everything from the competitors, schedules and statistics to venue-specific content, transport, places of interest, and much more.

Sven von Holst, CEO of Falun 2015, says: "We're happy to have Ericsson, a world-leading provider of communications technology and services, as a partner for this event. We're excited to see what they can do to allow people around the world to follow the 2015 FIS Nordic World Ski Championships in Falun."

Sarah Lewis, FIS Secretary General, says: "The 2015 FIS Nordic World Ski Championships in Falun provide an outstanding platform to introduce this exciting innovation for the first time. FIS and the event organizers have access to considerable amounts of data related to the competitors and the cross-country skiing, ski jumping and Nordic combined disciplines in which they compete. The virtual interactive arena will use this data to bring the excitement, challenges and drama of one of the biggest winter sports events on the global sporting calendar to more people than ever before."

Paul Bergström, Head of Marketing and Communications, Business Unit Global Services, Ericsson, says: "As a world leader in telecommunications, Ericsson has vast experience of aggregating large amounts of data and using it to provide innovative services to large numbers of people. To support Falun 2015, we will use a platform that has been deployed by more than 100 service providers on five continents. This platform already delivers services to more than 800 million mobile-data users – and now we will harness it to make the 2015 FIS Nordic World Ski Championships accessible to mobile device users all over the world."

PRESS RELEASE

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Although the virtual interactive arena will debut at the 2015 FIS Nordic World Ski Championships, Ericsson plans to make the solution available for future events so that more people in more countries can enjoy the benefits of the Networked Society.

NOTES TO EDITORS

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

Ericsson is a world-leading provider of communications technology and services. We are enabling the Networked Society with efficient real-time solutions that allow us all to study, work and live our lives more freely, in sustainable societies around the world.

Our offering comprises services, software and infrastructure within Information and Communications Technology for telecom operators and other industries. Today 40 percent of the world's mobile traffic goes through Ericsson networks and we support customers' networks servicing more than 2.5 billion subscriptions.

We are more than 110,000 people working with customers in more than 180 countries. Founded in 1876, Ericsson is headquartered in Stockholm, Sweden. In 2013 the company's net sales were SEK 227.4 billion (USD 34.9 billion). Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ, New York stock exchanges.

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