

---

## LAUNCH: ERICSSON BRINGS CAPACITY WITH 'SMALL CELL AS A SERVICE'

- Enables increased network capacity in environments where large numbers of people gather and consume large amounts of data
- Ericsson is best placed to offer Small cell as a Service because of its unrivalled ability to plan, design and operate networks in very challenging radio environments
- Seamlessly combines 3G/4G with carrier-grade Wi-Fi and allows for the monetization of dedicated media content, advertising and over-the-top services

In the Networked Society, where connectivity is the starting point for new ways of innovating, collaborating and socializing, there are few things more important than network capacity. In environments such as stadiums, busy streets and multi-story office blocks, large numbers of people gather – and they expect to be able to connect with one another and access information using mobile devices. At times, these dense concentrations of users place so much demand on the network that quality of service suffers.

In cases where it is not practical to densify existing operator networks Ericsson's (NASDAQ: ERIC) solution to this problem is Small Cell as a Service. This approach involves using low-powered, short-range radio access nodes to supplement existing telecom networks and increase capacity in traffic hot spots where large numbers of users gather. The resulting densified network is owned by either Ericsson or a partner, and could serve multiple operators in scenarios when dedicated operator deployments are impractical.

Jean-Claude Geha, Vice President and Head of Managed Services, Ericsson, says: "This is an innovative managed services model that we are launching to cope with the huge volumes of traffic that are generated in areas where large numbers of people gather. Our solution is unique because of our ability to seamlessly combine 3G/4G with carrier-grade Wi-Fi, thereby ensuring that network capacity always exceeds demand."

Small Cell as a Service will enable operators to manage increasingly video-centric traffic in ultra-dense environments where it may not be practical to find additional sites for macro cells. The service is also a means of monetizing carrier-grade Wi-Fi and dedicated media content, advertising and over-the-top (OTT) services. It can be offered in conjunction with broadcast services such as content distribution and delivery, content processing and video stream handling, as well as Ericsson's content management systems.

Other advantages include increased satisfaction as a result of an enhanced end-user experience, all-inclusive pricing for a variety of services provided at agreed service levels, and reduced risks as significant technological, operational and financial risks are offloaded to Ericsson. Ericsson will showcase the complete solution at Mobile World Congress 2014.

During Mobile World Congress 2014 in Barcelona, Spain, Ericsson is showing world-leading technology and service capabilities and innovations. We believe that anything that benefits from a connection will be connected, and we lead the way with solutions that drive

## PRESS RELEASE

FEBRUARY 12, 2014



---

the development in mobility, broadband and the cloud, creating the foundation for eco-systems and transformation across industries. We are your guide in the Networked Society.

Welcome to our media and analyst briefing, Monday, February 24, 08:30am CET. You can find us at MWC in Hall 2, Stand 2S60. RSVP to [media.relations@ericsson.com](mailto:media.relations@ericsson.com)

Follow us during the event using [@Ericsson](https://twitter.com/Ericsson) and [@Networked\\_Soc](https://twitter.com/Networked_Soc) and join the discussion using #MWC14.

Insights from our experts and Networked Society evangelists are also published on our [blog](#) during the event.

### NOTES TO EDITORS

#### [Ericsson's Mobile World Congress media kit](#)

Download high-resolution photos and broadcast-quality video at [www.ericsson.com/press](http://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 subscribers.*

*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.*

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

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

[www.twitter.com/ericssonpress](https://twitter.com/ericssonpress)

[www.facebook.com/ericsson](https://www.facebook.com/ericsson)

[www.youtube.com/ericsson](https://www.youtube.com/ericsson)

### FOR FURTHER INFORMATION, PLEASE CONTACT

Ericsson Corporate Communications

Phone: +46 10 719 69 92

E-mail: [media.relations@ericsson.com](mailto:media.relations@ericsson.com)

Ericsson Investor Relations

Phone: +46 10 719 00 00

E-mail: [investor.relations@ericsson.com](mailto:investor.relations@ericsson.com)