
AT&T AND ERICSSON ANNOUNCE AGREEMENT FOR THE CONNECTED CAR

- AT&T will provide wireless connectivity for Ericsson Connected Vehicle Cloud
- Agreement advances the connected automotive cloud ecosystem, Ericsson part of AT&T Drive platform for automakers
- Easier for consumers to connect in-vehicle products and applications

Ericsson (NASDAQ:ERIC) today announced an agreement with AT&T to improve connectivity for products and applications that are powered by the Ericsson Connected Vehicle Cloud. The agreement creates a better consumer experience and helps advance the automotive cloud ecosystem by making it easier to connect in-vehicle technology and provide a path for the next generation consumer experience.

“We created the AT&T Drive platform to bring automakers the best the industry has to offer, so we can deliver innovation, not a one-size-fits-all solution. Ericsson is an integral player in that platform of services,” said Chris Penrose, senior vice president, AT&T Mobility. “Ericsson’s vehicle cloud realizes the true potential of connected vehicle products and applications.”

Connected Vehicle Cloud is based on Ericsson’s Service Enablement Platform, providing drivers and passengers with access to applications directly from a screen in the car. Examples of consumer services include the ability to detect vehicle repair issues, automatically book service appointments, subscribe to in-vehicle Wi-Fi, and on-demand infotainment. The solution is enhanced by its ability to send and receive information from third-party ecosystems players, such as satellite radio content providers, road authorities, and city and government sites.

“AT&T recognizes the vast potential that exists to transform digital experiences in and around the car, and has built a wireless network that can truly bring the connected vehicle ecosystem to life,” said Per Borgklint, Senior Vice President and Head of Business Unit Support Solutions, Ericsson. “As Ericsson ramps up connected efforts with AT&T, we continue to expand the value and direct consumer impact of the Connected Vehicle Cloud service offering. When selecting and consuming services, drivers will indirectly benefit from faster response times, data security and Quality of Service.”

Ericsson has a strong role as a system integrator and managed services provider, applying experiences from the fast-moving cellular industry on similar ICT challenges in other industries. Part of Ericsson’s Transport and Automotive offerings, Connected Vehicle Cloud targets the global automotive industry’s existing and future demands for scalability, security and flexibility in the provisioning of connected car services to drivers and passengers.

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Connected Vehicle Cloud leverages Ericsson's M2M service enablement capabilities and portfolio in the OSS/BSS domain and can be deployed on standard cloud infrastructures. It can be thoroughly integrated in core business processes such as customer relationship management and service management by [Ericsson Consulting and Systems Integration Services](#) and can be efficiently operated by [Ericsson Managed Services](#).

NOTES TO EDITORS

Ericsson will be present at the Consumer Electronics Show in Las Vegas, January 7--10, 2014. Please visit our booth #13638 located in the Central Hall at Las Vegas Convention Center.

To learn more about Ericsson's connected vehicle solutions, visit:

<http://www.ericsson.com/thecompany/press/mediakits/connected-vehicle>.

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 2012 the company's net sales were SEK 227.8 billion (USD 33.8 billion). Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ, New York stock exchanges.

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FOR FURTHER INFORMATION, PLEASE CONTACT

Ericsson Corporate Communications
Phone: +46 10 719 69 92 or +1 917 362 1600
E-mail: media.relations@ericsson.com

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Ericsson Investor Relations
Phone: +46 10 719 00 00
E-mail: investor.relations@ericsson.com