
PRIME MEDIA GROUP SELECTS ERICSSON'S FIRST-EVER PROFESSIONAL VIDEO CHIP

- First APAC customer to deploy AVP 4000-based platform, powered by Ericsson's first in-house professional video chip
- Prime to deploy the AVP4000 in both MPEG-4 AVC contribution applications and MPEG-2 for DVB-T broadcast
- Deal enables Prime to provide an enhanced user experience which delivers exceptional quality, improved efficiency and meets consumer demand

Consumer demand for high quality, personalized video services is ever increasing, which is placing greater pressures on operators to provide exceptional quality across multiple applications. Today's consumers want the highest possible quality in their user experience. In recognition of this developing trend, and as part of its ongoing focus to deliver expanded TV services to Australian viewers, Prime has selected Ericsson's (NASDAQ:ERIC) latest video processing platform to deliver new channels and improved efficiency.

Prime is the first publicly announced customer in the Asia Pacific region to deploy Ericsson's AVP 4000 compression platform, which is powered by the company's first in-house programmable video processing chip. The announcement builds upon Ericsson's presence as the leader in video compression technologies in Australia, where it provides systems for 4 out of 5 national TV networks plus other noteworthy regional networks in addition to Prime.

Prime will deploy the AVP 4000 in both MPEG-4 AVC contribution applications as well as MPEG-2 for digital video broadcasting. The AVP 4000's first-class encoding capabilities enable Prime to optimize its workflow and minimize operational costs while delivering a high level of resilience.

Ericsson's AVP 4000 high-performance compression platform eases integration, expansion, re-purposing, training, repair and upgrades, considerably lowering the overall cost of ownership by addressing all applications, codecs, resolutions and profiles. It offers the highest performance and broadest capability in the industry on a single platform across all applications, from SD to HD, 1080p50/60, 3DTV and Ultra High Definition TV (UHDTV), and all codecs, including MPEG-2, MPEG-4 AVC and JPEG2000, with 4:2:0 and 4:2:2, 8-bit and 10-bit all supported.

"Our deep understanding of our customers' requirements enables us to remain at the forefront of broadcast technologies so media organizations like Prime have the necessary equipment they need to roll out new services," said Ward Hansford, Head of Asia Pacific, Business Line Compression. "The demand for new services places considerable pressure on the bandwidth requirements necessary to deliver high quality video, but the flexibility of the Ericsson AVP 4000 delivers an unmatched level of encoding efficiency that well exceeds these requirements."

PRESS RELEASE

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NOTES TO EDITORS

About Ericsson AVP 4000 family:

www.ericsson.com/us/ourportfolio/products/avp-4000-family

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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