DTAC TRINET TO DRIVE M2M IN THAILAND USING ERICSSON PLATFORM

- dtac TriNet gets greater flexibility and manageability in developing and delivering innovative machine-to-machine (M2M) products and services for enterprises through M2M connectivity as a service from Ericsson

- dtac TriNet's enterprise customers benefit from M2M communication through monitoring and managing their end-to-end device needs more efficiently and with a high degree of flexibility

- Utilizing Ericsson's Device Connection Platform, dtac TriNet and its customers are able to deploy, manage and monetize millions of M2M and consumer electronics devices

The market for enterprise M2M solutions is growing, supported by rapid global adoption of mobile broadband needed for wireless M2M applications. Industries are beginning to reap the benefits of introducing M2M into their business processes, in the form of increased efficiency and decreased operational expenses.

To address this growing market, dtac TriNet, a subsidiary of Thailand's second-largest mobile operator dtac, has partnered with Ericsson (NASDAQ:ERIC) to deploy Ericsson's Device Connection Platform as a service to develop and enhance M2M products for enterprises. The solution furnishes dtac TriNet and its customers with everything needed to deploy, manage and monetize millions of M2M and consumer electronics devices.

Jon Eddy Abdullah, CEO of dtac, says: "We partner with a number of companies that are experts in creating M2M applications that provide relevant and affordable services to the community. Ericsson's Device Connection Platform will enable dtac TriNet to provide flexibility and greater manageability in offering end-to-end M2M products and services to our enterprise customers."

The platform offers dtac TriNet and solution partners the opportunity to increase revenue and decrease operational costs, as well as shorten time to market. With an M2M platform, dtac TriNet's enterprise customers gain the ability to monitor devices anytime and anywhere, access information quickly and accurately, and integrate easily into existing systems. dtac's current M2M offerings include smart metering and point of sales solutions, fleet management, logistics and delivery, personal tracking and mobile surveillance.

In addition, Ericsson will utilize its local and global expertise to accelerate dtac TriNet's M2M go-to-market plans, and provide device testing. The ecosystem created by Ericsson's Device Connection Platform will allow for mutually beneficial business growth for both dtac TriNet and its partners.

Joacim Damgard, President of Ericsson Thailand, says: "We work closely with dtac and support their strategy to grow their M2M market and to lead M2M services in the country.

This strategic partnership is in line with Ericsson's vision that there will be more than 50 billion connected devices around the world – mainly through M2M – by 2020."

Enterprises have to address multiple challenges to launch their connected devices, and they often need to acquire expertise beyond their business focus. For example, they need to build or integrate business support systems with mobile opeartor networks in order to manage and support their day-to-day operations. Partnering with Ericsson effectively removes those barriers to entry, so that an M2M business can scale exponentially.

NOTES TO EDITORS

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

About dtac TriNet:
A wholly owned subsidiary of Total Access Communication Public Company Limited (dtac), dtac TriNet Co., Ltd. (DTN) received the spectrum license for International Mobile Telecommunications in the 2.1GHz frequency band from the National Broadcasting and Telecommunications Commission in December 2012.

With about 26.6 million customers (in Q1 2013), dtac is the second-largest mobile operator in Thailand.

dtac prepares for data growth with Ericsson: http://www.ericsson.com/news/1482344
dtac users in Thailand to enjoy improved data services:
http://www.ericsson.com/news/1681969

About Ericsson Device Connection Platform:

Ericsson Device Connection Platform is a managed (provided as a service) connectivity platform for mobile operators and MVNOs for wholesale of M2M connectivity towards enterprises. It enables operators to address new revenue streams from a vast variety of devices while simplifying the process and reducing the cost of connecting them in order to benefit from economies of scale. The platform provides access to key functionalities including, for example, subscription management, device management and operator and enterprise self-service portals.

Ericsson Device Connection Platform: http://www.ericsson.com/ourportfolio/products/device-connection-platform

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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