
VENDORS CAN NOW TEST LAUNCH READINESS OF APPS AND DEVICES

- Ericsson launches Device and Application Verification service to help device and application vendors guarantee the quality of their offerings before launching them
- Ericsson's automated verification tools help to accelerate the quality-control process, ensuring that devices comply with regulatory, international and specific network requirements
- Ensures that users enjoy a high-quality experience of seamless, hassle-free services, and reduces lead times and verification costs for vendors

With the boom in connected devices came the boost of new services and users are trying out new apps and services like never before. In this competitive market, when consumers buy a new product or service they expect a high-quality user experience from day one. This is why it's become crucial for device and application vendors to ensure the quality of their offerings before every launch.

Ericsson (NASDAQ:ERIC) has now introduced its Device and Application Verification service to meet these needs. Up until now, only smartphones have been tested by the company in this way. With the introduction of the Device and Application Verification service, it is now possible to verify the quality of applications and machine-to-machine (M2M) devices too.

The proven approach taken at Ericsson's Experience Labs (which are equipped with the most innovative technology) all over the world helps vendors make devices more network-friendly and enables operators to make networks more device-friendly. It also reduces lead times and verification costs.

By connecting to an operator's live network, Ericsson's Experience labs help vendors verify device and application performance to meet the operator's validation and acceptance tests. Ericsson's automated verification tools help to accelerate the process to ensure that devices comply with regulatory, international and specific network requirements.

Paolo Colella, Head of Consulting & Systems Integration at Ericsson, says: "Members of the Networked Society are embracing connected devices and apps to get things done on the go and make their lives easier. Here, device and application vendors have a lot to gain, especially when it comes to providing users with a high-quality experience of seamless, hassle-free services. Ensuring readiness before launching new devices and apps can also help build customer and brand loyalty, and attract new users."

It's not only terminals and smartphones that can be tested through the Device and Application Verification service, but also M2M products and customer-premises equipment. Any type of device or application can also be verified automatically, and certain KPIs may be monitored – for example, signaling load, data load and battery consumption.

PRESS RELEASE

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Device and Application Verification is an integral part of Ericsson's vision for the Networked Society in which the number of connected devices will increase, providing new services for people in all walks of life. It will become increasingly important for both vendors and operators to stay competitive and deliver high-quality services and a positive network experience.

During Mobile World Congress 2013 in Barcelona, Ericsson showcases its combined technology and services leadership for the Information and Communications Technology industry. Our solutions deliver superior network performance in the field, enable complete customer experience management, simplify and automate operations workflows thereby leading to operational excellence. We show how the Networked Society comes to life - what it will mean for the industry and how it will enable our customers to capture growth opportunities.

NOTES TO EDITORS

Press release: AT&T and Ericsson team up for global device connectivity

<http://www.ericsson.com/thecompany/press/releases/2013/01/1668795>

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Ericsson is the world's 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 more than 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 operate in 180 countries and employ more than 100,000 people. Founded in 1876, Ericsson is headquartered in Stockholm, Sweden. In 2011 the company's net sales were SEK 226.9 billion (USD 35.0 billion). Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ, New York stock exchanges.

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