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## KEY EVENT EXPERIENCE SUPPORTS NETWORKS AT BIG EVENTS

- Ericsson launches its Key Event Experience offering to support operator networks during events that typically lead to dramatic increases in mobile traffic
- Key Event Experience enhances operators' brands by improving user experience during high-profile events
- The service will be highlighted during Mobile World Congress 2013 in Barcelona

The growing availability of smart mobile devices and mobile broadband has raised user expectations with regard to network quality. Expectations are even higher during major events, when large numbers of users wish to share their experiences via smart mobile devices. When many users gather in a defined area and share videos, pictures and tweets, network capacity is often stretched to the limit. To help operators cope with such situations, today Ericsson (NASDAQ: ERIC) is launching its Ericsson Key Event Experience offering. This is a complete, robust solution that helps service providers to plan, design and deliver rock-solid network performance and, subsequently, ensure optimal user experience.

One example is the North American operator Sprint – a title sponsor of the NASCAR Sprint Cup Series (National Association for Stock Car Auto Racing) – which uses Ericsson's Key Event Experience offering during racing events. At each race, mobile-network coverage is needed for up to 200,000 fans, as well as for thousands of support staff associated with the sports venue, competitors and media. And as part of a larger managed services partnership, Ericsson ensures that Sprint's network is optimized to support the wireless communications needs of race fans.

Staffan Pehrson, Head of Product Related Services at Ericsson says: "As smartphones are now very popular, large numbers of event attendees typically try to share their experiences instantly, and this increases the demands placed on the network, affecting performance. With Ericsson's Key Event Experience offering, operators have the opportunity to strengthen their brands by providing the best user experience during key events."

Key Event Experience is designed to assist operators in maintaining high levels of service by providing competence in the areas of planning, design, deployment, optimization and fault management. This is combined with thorough preparation in advance of any predicted rise in network traffic, as well as the ability to respond rapidly to any such sudden and unforeseen increase. Other features of Key Event Experience include real-time performance monitoring, active traffic management, frequent scanning and a proactive approach to the resolution of network issues.

Ericsson helps the operator plan for an event by taking into account the needs of both the event organizer and users. The company then plans and implements various measures to achieve an optimal level of network performance and to actively monitor and support the network during the event.

Key Event Experience will be highlighted by Ericsson in Hall 2 during Mobile World Congress 2013, which takes place in Barcelona from February 25-28.

## PRESS RELEASE

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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

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

*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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