ERICSSON INTRODUCES NEW BROADBAND NETWORK GATEWAY FOR CONNECTED HOMES

- Broadband Network Gateway (BNG) on the SSR 8000 Smart Services Router family effectively triples subscriber scalability
- Designed to bring quality cloud and video user experience to homes and offices
- Leverages proven heritage in fixed broadband technology

Home life is becoming ever more connected as we adopt new broadband-enabled devices, such as Smart TVs, game consoles, powerful tablets and smartphones that are capable of delivering high-definition over-the-top videos and cloud-based services. Ericsson’s (NASDAQ: ERIC) newest network gateway enables differentiated and personalized services while supporting the rise in subscriptions and growing bandwidth usage that comes with increased connectivity.

Using the Smart Services Router (SSR 8000) family as a platform, Ericsson's next generation Broadband Network Gateway (BNG) is designed to accelerate the adoption of cloud and video services in today's increasingly connected homes, while simultaneously reducing the operational cost of operators' fixed broadband IP networks. The new BNG opens fresh opportunities for fixed and converged service providers to offer high-quality broadband and personalized services, supporting the growth of smart devices in the home.

Jennifer Pigg, president and founder, Battle Green Research, a Yankee Group affiliate, says: “Service providers are on the unending quest to lower their cost per bit. At the same time users expect more value for their money in the form of highly personalized services. The Ericsson SSR 8000 satisfies both sides of this equation.

“The fact that the SSR 8000 supports up to 768,000 subscribers is impressive – the fact that is does so in a single rack with a total power consumption, fully loaded, of 14,000 watts is unique. It is not enough, however, for today’s network edge devices to be fast and scalable with a low TCO. The network edge has to be smart. It should enable the delivery of services targeted at a specific user or session or device. The Smart BNG architecture provides this on the SSR 8000 platform which Battle Green believes will make it very attractive to broadband access providers and their networks.”
Ericsson BNG on SSR 8000 offers a wide range of interfaces and enables advanced services optimized for superior user experience and new service offerings. It efficiently supports 100-gigabit performance, supporting monetization of demanding cloud and high-definition video streaming services.

This new gateway derives its software technology foundation from Ericsson’s Broadband Remote Access Service (BRAS) chosen by 75 percent of the world’s largest fixed operators and deployed in more than 360 networks worldwide. This allows for smooth integration to operators OSS and BSS systems.

Jan Häglund, Vice President, Head of IP and Broadband Networks, Ericsson, says: “Ericsson’s BNG on SSR 8000 gives service providers industry-leading subscriber scale – it triples subscriber scalability compared to other industry BNGs. With its time-tested and field-proven software and scale, it sets a new benchmark yet again.”

NOTES TO EDITORS

Ericsson’s new Gateway Lifts capacity boundaries
http://www.ericsson.com/thecompany/press/releases/2012/02/1589024

Download high-resolution photos and broadcast-quality video at 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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