
ERICSSON SUPPORTS TERRA FOR 3D AND HD DELIVERY OF OLYMPIC GAMES IN LATIN AMERICA

- 100 million viewers in 16 countries across Latin America to watch 2012 Olympic Games in high definition (HD) through the internet
- Ericsson provides professional receivers and system support for a complete 3D experience
- First time the Olympic Games will be available in 3D

Ericsson (NASDAQ: ERIC) is supplying a flexible video processing solution and support services to Terra, the largest Latin American internet company, for the portal's broadcast of the 2012 Olympic Games from London.

Terra will be providing Latin America with the most complete and interactive coverage of the Olympic Games. Live HD content will be accessible through multiple screens, specifically through PCs, interactive TVs, and even mobile phones. Terra has also made agreements with TV manufacturers so that 3D content will be available for TVs connected to internet. The Ericsson solution, which includes the company's market leading professional receivers, is helping Terra to deliver HD content across its video platform, ensuring the highest picture quality from the Olympic venues to millions of viewers across Latin America.

Allan Pessoa, Technology Manager at Terra, says: "The Olympic Games are the biggest event in the world. Our target is to deliver one of the world's most popular sports events reliably, hiding the huge complexity of video contribution, distribution and transmission from viewers so they can sit back and simply enjoy the action on TV, PCs or mobile devices."

Eduardo Ricotta, Vice President in Ericsson Latin America, says: "By partnering with Ericsson, Terra can ensure they will offer a world-class HD content broadcast not only to TVs and PCs, but also to mobile phones and tablets. Consumers want to watch TV on multiple devices and mobile 'TV Anywhere' is gaining momentum as operators expand and leverage their networks."

Terra is the largest Latin American internet company, boasting 100 million visitors to its portals each month. The company provided successful and innovative internet coverage of the 2008 Olympics in Beijing, followed by the Winter Olympics in Vancouver. Terra was the only broadcaster to offer live coverage of the participation of nations such as Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua and Panamá.

PRESS RELEASE

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As the market leader in linear content acquisition, exchange and distribution, Ericsson knows about the challenges of delivering live sports event coverage to huge TV audiences. In addition to its market leading compression solutions, the company's skilled engineers have years of experience of delivering highly valued support on the ground. Ericsson engineers have been present at all major summer and Winter Games including Salt Lake City, Sydney, Torino, Athens, Vancouver and Beijing.

NOTES TO EDITORS

[Ericsson to provide video contribution and distribution systems for NBC Olympics' production of the London Games](#)

[Ericsson Broadcast Encoders and Transcoders](#)

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

About Terra

Terra is a leading global digital media company that monthly reaches an audience of approximately 100 million people with entertainment, sports and news content. Its content is offered in English, Spanish or Portuguese through a large array of connected screens and devices – such as PCs, tablets, smartphones, TVs and digital-out-of-home screens.

Chosen one of the “2011 Most Innovative Companies” in the world by American magazine Fast Company, Terra is one of the 30 top digital media companies in the world and throughout its 12-year history, the company has revolutionized the way people consume and enjoy digital content through internationally recognized products and services.

In addition to breaking news on its portals, one can list among its winning products and services, digital music service Sonora, film VOD service SundayTV and live broadcasting concerts platform Terra Live Music. Terra also stands out the innovative live broadcasting of major sports events, such the Olympic Games, through multiple simultaneous channels at its Terra TV.

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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