

PRESS RELEASE

February 27, 2012



ERICSSON DEMONSTRATES BROADCAST VIDEO/TV OVER LTE

- Ericsson will demonstrate evolved Broadcast over LTE (Multimedia Broadcast Multicast Services, eMBMS) at Mobile World Congress
- eMBMS is an emerging technology for LTE that will allow efficient distribution of live and premium content to subscribers
- eMBMS enables more efficient use of available spectrum and mobile networks

Ericsson (NASDAQ:ERIC), in collaboration with Qualcomm Incorporated, will demonstrate evolved Multimedia Broadcast Multicast Services (eMBMS) at Mobile World Congress (MWC) 2012 in Barcelona.

eMBMS is a highly efficient means of broadcasting content to multiple users simultaneously, utilizing LTE networks. This emerging broadcast technology for LTE has the potential to greatly reduce the cost for distribution of popular multimedia content – both for streaming as well as for content delivered during off-peak hours, stored in mobile device memory, and accessed at a time of the user's choosing.

By introducing eMBMS, operators can make better use of their available spectrum and free up network capacity. In this way, operators will be able to maximize efficiency when offering services such as live TV, video on demand, podcasts and even software upgrades to a large number of mobile devices and set-top boxes.

eMBMS may be particularly useful during live events, such as music concerts or sports events, where millions of consumers are simultaneously viewing the same content, and where eMBMS could be used to broadcast complementary content, like different camera angles for instance, to users of LTE devices.

Johan Wibergh, Executive Vice President, Business Unit Networks, at Ericsson, says: "Ericsson has collaborated with operators, Qualcomm, and a number of other companies in the ecosystem in the development of eMBMS and we are happy to see momentum gathering behind this emerging technology."

Peggy Johnson, Qualcomm's Executive Vice President and President of Global Market Development, says, "We believe that eMBMS will become a key component in addressing the exponential growth in mobile multimedia and application download traffic. Our focus is now on integrating the full eMBMS capability and service enablers in our LTE chipset product portfolio, paving the way for upcoming commercial eMBMS deployments."

With this initiative, Ericsson continues to demonstrate its technology leadership within the area of Mobile Broadband by extending the set of basic LTE capabilities and allowing for the

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provisioning of broadcast together with unicast services. Global commercial products supporting eMBMS are expected to be released to the market in 2014.

NOTES TO EDITORS

[Ericsson at MWC 2012](#)

[Ericsson LTE Media Kit](#)

Our multimedia content is available at the broadcast room:

www.ericsson.com/broadcast_room

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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 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 had revenues of 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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