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## ERICSSON LAUNCHES SMARTPHONE NETWORK OPTIMIZATION

- Rising smartphone uptake is driving new demands for network quality and a better end-user experience
- Ericsson's Smartphone Network Optimization addresses the challenge faced by operators
- The offering helps operators remain competitive by ensuring the best possible network performance

Growing consumer demand for constant mobile connectivity is presenting operators with excellent revenue opportunities, but operators also face the challenge of ensuring their networks can handle the high level of data traffic while maintaining service quality and an outstanding end-user experience. People want to be able to access social media, news, games, apps and other content all the time, no matter where they are. Ericsson's (NASDAQ:ERIC) Smartphone Network Optimization offering, which is being launched at Mobile World Congress in Barcelona, helps operators to meet these challenges.

"With Smartphone Network Optimization, we work with the operator to proactively plan for smartphone introduction and network expansion to achieve a network design and evolution that provides the best possible network performance – while maintaining cost efficiency," says Eva Elmstedt, Vice President and Head of Product Related Services at Ericsson. "High-quality network performance is essential for operators to attract and retain smartphone subscribers."

Working with leading operators in smartphone-centric markets, Ericsson has established substantial experience, capabilities and tools including the following services: smartphone and mobile broadband audits, border optimization, capacity planning, and radio and transport optimization.

A new Ericsson ConsumerLab report shows that faster connection speed is the main factor that would cause advanced mobile broadband users in the US to increase their use of data services. Overall, 46 percent of such users cited this reason, saying they wanted shorter waiting times while browsing. The second and third most important factors named were longer battery life and better network coverage – and an optimized network would address all three of these top factors.

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NOTES TO EDITORS

Global Services press backgrounders are available here:

<http://www.ericsson.com/thecompany/press/backgrounders>

Ericsson ConsumerLab: From Apps to Everyday Situations

[http://www.ericsson.com/res/docs/2011/silicon\\_valley\\_brochure\\_letter.pdf](http://www.ericsson.com/res/docs/2011/silicon_valley_brochure_letter.pdf)

Ericsson ConsumerLab: The 10 hottest consumer trends for 2012

[http://www.ericsson.com/news/120105\\_10\\_hottest\\_consumer\\_trends\\_for\\_2012\\_244159020\\_c](http://www.ericsson.com/news/120105_10_hottest_consumer_trends_for_2012_244159020_c)

Our multimedia content is available at the broadcast room:

[www.ericsson.com/broadcast\\_room](http://www.ericsson.com/broadcast_room)

**About Ericsson's Global Services:**

Globally, Ericsson has 56,000 in-house service professionals working in 180 countries, including 45,000 working close to the customer and more than 10,000 in our global centers. In total, 12,000 have expertise within consulting and systems integration. Altogether Ericsson has more than 65,000 service professionals, including an average of 15,000 subcontractors, well positioned to support our customers' need for services around the world.

Ericsson currently manages networks serving more than 900 million subscribers, the majority of whom are served through the company's global networks operations centers.

*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 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.*

PRESS RELEASE  
FEBRUARY 26, 2012



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