



PRESS RELEASE
JANUARY 11, 2012

MAERSK LINE AND ERICSSON BRING MOBILE CONNECTIVITY TO THE OCEANS

- Leader in shipping industry to pioneer mobile communication across vessel fleet
- Improved interaction with vessels, proactive issue resolution and prompt information sharing with customers
- Install and systems integrate mobility on up to 400 vessels over the next 2 years

The oceans are the last “white spot” for mobile communication industry to connect. The world’s largest shipping company, Maersk Line, has appointed Ericsson (NASDAQ: ERIC) to address this by introducing end-to-end systems integration and deployment of mobile and satellite communication to its entire vessel fleet.

The Maersk Line fleet comprises more than 500 container vessels. Over the next two years, Maersk Line will outfit 400 of these vessels with Ericsson antennas and GSM base stations, with upgrades to be made to the remaining vessels soon after. As part of the agreement, Ericsson will provide seven years of global managed services support, including 24/7 network monitoring and onboard maintenance services in a large number of ports across all major regions.

“We’re proud to be able to connect Maersk Line’s fleet with our technology. We believe in a Networked Society, where connectivity will only be the starting point for new ways of innovating, collaborating and socializing. The result will be automated and simplified processes, higher productivity, real-time information allowing quicker, more informed decision making and problem solving,” said Hans Vestberg, President and CEO of Ericsson.

For the shipping industry, mobile communication provides the opportunity to employ new and efficient ways of addressing fleet management, managing delivery times, improving interaction with vessels, enabling proactive issue resolution and prompt information sharing with customers and even improving energy efficiency.

Until now, Maersk Line’s high-tech modern container ships have been equipped with satellite connectivity primarily intended to support communication for vital shipboard functions. Ericsson’s integrated maritime mobile and very-small-aperture terminal (VSAT) satellite solution will bring extended connectivity to the entire fleet, allowing for new ways of communicating and contributing to efficiency, reliability and cost reduction. It also paves the

way for immediate access to remote expertise, resulting in extended access to information and, in turn, improved efficiency in the vessels' daily operations.

"We're quite pleased to be the first fleet to be connected with mobile communication technology. We believe it would provide us good opportunities to run our fleet more efficiently." said Søren Toft, Vice President Maersk Line Operations.



NOTES TO EDITORS:

Multimedia content including footage of Maersk headquarters in Copenhagen is available at the broadcast room: www.ericsson.com/broadcast_room

[Trucking towards a greener future](#)

Drivers for DB Schenker in Sweden are trucking toward a more sustainable future with the help of an onboard mobile-broadband-enabled intelligent transport system that monitors and reduces fuel consumption in the freight company's fleet.

[Smart Transport in Brazil highlighted at COP 17](#)

About Maersk

The A.P. Moller – Maersk Group is a worldwide conglomerate. We operate in some 130 countries and have a workforce of some 108,000 employees. In addition to owning one of the world's largest shipping companies, we're involved in a wide range of activities in the energy, logistics, retail and manufacturing industries.

www.maersk.com

www.maerskLine.com

Ericsson is the world's leading provider of technology and services to telecom operators. Ericsson is the leader in 2G, 3G and 4G mobile technologies, and provides support for networks with over 2 billion subscribers and has the leading position in managed services. The company's portfolio comprises mobile and fixed network infrastructure, telecom services, software, broadband and multimedia solutions for operators, enterprises and the media industry. The Sony Ericsson and ST-Ericsson joint ventures provide consumers with feature-rich personal mobile devices.



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Ericsson is advancing its vision of being the “prime driver in an all-communicating world” through innovation, technology, and sustainable business solutions. Working in 180 countries, more than 90,000 employees generated revenue of SEK 203.3 billion (USD 28.2 billion) in 2010. Founded in 1876 with the headquarters in Stockholm, Sweden, Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ New York.

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