



PRESS RELEASE
MARCH 22, 2011

ERICSSON DEMONSTRATES CAPABILITIES OF CDMA EVDO ADVANCED AT CTIA

- Ericsson demonstrates live DO Advanced Smart Networking techniques
- DO Advanced significantly enhances the user experience in a loaded network
- DO Advanced Smart Networks can provide up to 30-45 percent network capacity gain

Ericsson has reached an important milestone in the development of EVDO Advanced by successfully demonstrating DO Advanced Smart Networking capabilities at CTIA. This further showcases Ericsson's innovation and commitment to CDMA.

Ericsson is demonstrating how DO Advanced enables a high quality user experience in a loaded EVDO network. DO Advanced techniques allocate network resources intelligently to utilize data capacity more efficiently and to address uneven distribution of wireless data traffic in the network. DO Advanced Smart Network techniques can provide up to 30 to 45 percent capacity gain in today's deployed EVDO networks.

The techniques being demonstrated require software only upgrades to existing EVDO network infrastructure. No change is required to the handset. Wireless operators can significantly increase the number of data subscribers supported and improve the user experience with faster download and improved application performance.

"DO Advanced is the next significant CDMA technology enhancement to address the increased demand for data in our customers' networks," says Paul Challoner, VP CDMA Product Management, Ericsson. "DO Advanced implementation is another proof point of Ericsson's focus on innovative solutions to drive the CDMA industry forward."

NOTES TO EDITORS:

Our multimedia content is available at the broadcast room:

www.ericsson.com/broadcast_room

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.

Ericsson is advancing its vision of being the "prime driver in an all-communicating world" through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 90,000 employees generated revenue of SEK 203.3 billion (USD 28.2



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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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