



PRESS RELEASE  
FEBRUARY 15, 2011

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## JAPAN'S EMOBILE SIGNS MANAGED SERVICES CONTRACT WITH ERICSSON

Japan's leading mobile broadband operator extends managed service contract with Ericsson

EMOBILE committed to satisfying demand for high-quality data service over 42 Mbps HSPA network

Ericsson (NASDAQ:ERIC) has signed a managed services contract with Japan's leading mobile broadband operator, EMOBILE.

Increased use of smartphones and advanced mobile applications has significantly boosted data traffic. In order to meet this increased demand and to ensure continued high quality for end users, EMOBILE recently called on Ericsson to enhance its network with 42Mbps HSPA technology.

Eric Gan, Representative Director and President of EMOBILE, says: "Ericsson's HSPA technology provides us with the quickest, most innovative, and most advanced mobile broadband network that satisfies our customers by providing a true mobile broadband experience."

EMOBILE praised Ericsson's organizational strength and analytical skills, saying they made it possible for the company to deliver innovative solutions. EMOBILE said it was counting on Ericsson's track record and expects the company to continue to evolve its industry-leading network operations.

Fredrik Alatalo, President of Ericsson Japan, says: "I am honored that EMOBILE has chosen to extend its managed services partnership with Ericsson. With global scale and experience, as well as proven tools, methods and processes, we aim to further improve the efficiency in EMOBILE's networks, for the benefit of their subscribers. "

EMOBILE is a leader in mobile broadband in Japan and has been working closely with Ericsson since 2006. As of January 30, 2011, EMOBILE's subscribers numbered more than 3 million. Ericsson will supply 42Mbps HSPA functionality to Japan's metropolitan areas, such as Kanto, Tokai and Kinki.

### NOTES TO EDITORS:

[Press backgrounder on Ericsson's managed service](#)

Our multimedia content is available at the broadcast room:

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



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*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 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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#### **About EMOBILE**

EMOBILE, a subsidiary wholly owned by eAccess, is a mobile broadband operator in Japan. In March 2007, EMOBILE successfully re-entered the Japanese mobile phone market for the first time in 13 years, offering high-quality services and new technologies. EMOBILE began offering voice services for mobile phones in March 2008, and has steadily expanded its services to more than 90 percent of the population. EMOBILE achieved the significant milestone of 3 million subscribers in January 2011. Moving forward, EMOBILE aims to expand its broadband fixed mobile convergence service, integrating mobile and fixed line services to offer new possibilities to the mobile broadband market. For more information, please visit <http://emobile.jp/>

#### **About Ericsson's managed services offering**

Ericsson has the telecom industry's most comprehensive managed services offering. It ranges from designing, building, operating and managing day-to-day operations of a customer's network, including end-user services and business-support systems, to hosting service-layer solutions and providing network coverage and capacity on demand. As the undisputed leader in managed services, Ericsson has officially announced more than 100 contracts for managed services with operators worldwide since 2002. In all current managed services contracts, excluding hosting, Ericsson is managing networks that together serve more than 750 million subscribers worldwide.