



PRESS RELEASE
FEBRUARY 14, 2011

AT MWC 2011, ERICSSON SHOWCASES KEY TECHNOLOGIES AND SERVICES FOR THE NETWORKED SOCIETY

- Hall 6 – a door into the future of networked society and a world of 50 billion connected devices
- Highest broadband speeds over HSPA and LTE
- Demonstrates benefits of mobile broadband and the cloud
- Don't miss Ericsson's Hall (Hall 6) at Mobile World Congress, Barcelona, February 14-17

Including a series of world firsts, Ericsson (NASDAQ: ERIC) will present the latest in technology, services and applications, showcasing the powerful combination of mobile broadband and the cloud.

Visitors to Ericsson's Hall (Hall 6) will be taken into a journey of the world's highest speeds, advanced multimedia applications, sophisticated network technology and unbeatable services' capabilities, all based on a green and sustainable foundation.

Visit Ericsson at Hall 6 and don't miss this year's highlights:

Connected devices

Ericsson's connected devices demo area is an area where all type of devices and things are connected. Here we showcase how mobile communication will efficiently support M2M and person-to-machine communication and tools for operators to manage M2M communication. We also put on show several consumer devices with our mobile broadband embedded modules and present our Developer kit enabling innovative services and applications.

In this area, Ericsson shows for the first time "The Social Web of Things. People now want to include things in their social networking, knowing that our lives would be dramatically different if our things could understand us and use that understanding to solve issues in our daily lives. Ericsson presents how this would work in a Social network environment.

In addition, Ericsson and Motorola Solutions will demonstrate how enhanced LTE networks empower innovative, mission-critical public safety applications, delivering them with required priority, security and control.

We are also featuring connectivity solutions for visual communication, smart grids, charging poles, connected car among others.



Consumer services and applications

Ericsson Money Services

Ericsson helps operators capture the Mobile Money opportunity and is building the emerging ecosystem for mobile money. Ericsson will demonstrate international money transfer, sending real money, using a consumer portal, and utilizing the interconnect service.

PC as a Service

Ericsson will demonstrate how operators can address the opportunity to provide mobile broadband enabled computing to the next billion users. The demo will show how a cloud based computing system allows for an advanced and personalized computing experience on low cost devices using an intuitive and user friendly interface, removing the barriers to computing for everyone, including individuals with no prior computer experience.

eStore + Wholesale Application Community

eStore is a true multi-tenant Software as a Service (SaaS) for rapid creation of an operator-branded application store with pre-integration on a wide range of device clients delivering best practice user experience. The solution blends native applications with full access to content through the Wholesale Applications Community – a community formed by leading operators in the world and GSMA, where Ericsson is a board member.

Services capabilities

Visit a Network Operations Center. See how the world's leader in telecommunications services runs networks in its Managed Services contracts. A demonstration of Network Operation Center with front and back office experts to present how Ericsson provides best in class operations with people, tools and processes from automation to preventive routines and scenarios with our multi-vendor, multi-customer and multi-technology capabilities.

Integrated BSS - from order till bill: Watch the demonstration of Ericsson's convergent billing capabilities to support a multiplay operator. It shows how billing data in CRM helps provide true 360 degree customer relationship management and it demonstrates expertise and experience in multi-vendor integration to facilitate the order-to bill process, using a CRM system as front-end towards billing and other the processes and systems needed to successfully provide and bill a bundled service.

Network technologies

Use this opportunity to learn about the latest network technologies. This year, Ericsson presents a new strategy for building networks, Heterogeneous Networks (Hetnet) which is required in the world of cloud services on mobile devices. As part of this concept, we present AIR, the recently launched antenna integrated radio unit which drastically cuts energy consumption and installation costs.



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Also on show is Ericsson's new generation IP networking portfolio that supports operators in evolving their packet and service infrastructure to connect the "Networked Society". This year, Ericsson launch a number of new products including a new generation routers, Smart Services Router (SSR) that delivers differentiated and personalized services to consumers.

We will also present a number of speed records. To mention a few, join us when presenting multi-carrier HSPA with 168Mbps in the downlink and the latest achievements in LTE.

Talking about high-speeds - the growth in mobile and fixed broadband challenges many operators in handling the capacity in the backhaul. This year, Ericsson showcases three capacity world records live at MWC: world's first 1 Gbit/s microwave connection in traditional frequency channel (28 MHz); world's first 5 Gbit/s microwave hop in new frequency bands and world's first 400 Gbit/s optical DWDM.

In the area, we will also present voice services over LTE, the next step for EDGE Evolution as well as our multi-standard radio base station, RBS 6000, now with fully integrated IP transport.

NOTES TO EDITORS:

Photos of demos will be available at:

www.ericsson.com

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 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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