



PRESS RELEASE
FEBRUARY 11, 2011

ERICSSON AND NOVATIUM BRING SIMPLE AND CONVENIENT COMPUTING FOR THE MASSES THROUGH THE CLOUD

- PC as a Service brings together the power of mobile broadband and cloud computing to reach out to the next billion users
- Transforms personal computing to the level of simplicity of a household appliance
- Dramatically reduces battery consumption and allows PC to start in 5 seconds
- To be available to telecom operators across Asia, Africa, Americas and Europe.

Ericsson (NASDAQ:ERIC) and Novatium announce the global launch of PC as a Service. By making use of a cloud based operating system, PC as a Service removes the complexities of virus protection, software updates, application installation and maintenance. These features are moved away from the user to the cloud. The service, including client hardware, is remotely managed end-to-end by experts.

The concept gives a superior and convenient computing experience at a really great value reaching out with an optimal solution for the next billion users, especially in emerging markets.

PC as a Service is an operator offering and includes a managed monetized PC desktop and brings the strengths and advantages from mobile prepaid to the personal computer by allowing flexible recharging and diverse subscription models.

By offloading the overhead of running the operating system to the cloud, a PC as a Service device is able to perform tasks like media consumption and Internet browsing in a far quicker and responsive manner. Thanks to this radical innovation, the PC consumes less energy which means better battery life, reduced temperature of the device as well as minimizing the load on a telecom network without compromising the user experience.

The service holds tremendous promise for telecom operators globally looking at ways to monetize their mobile broadband infrastructure, while ensuring subscriber value. Several leading telecom service providers in India have already deployed the concept under their brand names.

“PC as a Service is a first-of-its-kind concept and a natural evolution of telecom and computing. Today, when every transaction is moving to the Internet, we are confident that cloud based computing will transform the way we use computers, tablets and smartphones today,” says Daniel Freeman, Head of Multimedia Innovation, Ericsson. “Additionally, PC as a Service offers telecom operators new ways to expand their broadband business. We see it



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driving mobile broadband penetration in emerging as well as developed markets as it motivates investments in rural as well as urban infrastructure.”

“With hyper competition and the continued rollout of Mobile Broadband networks, telecom service providers are looking for new services which offer a way to not only acquire but retain valuable customers. PC as a Service is one such revolutionary disruption,” says Mr. Alok Singh, CEO, Novatium solutions. “We believe PC as a Service is the future of telecom and computing convergence and telecom operators globally can now leverage the same with a trusted partner like Ericsson,” he added.

Gone is the time people have had to wait for a PC to start. A typical device is up and running 5 seconds after you turn it on. You never risk losing your data as it is mirrored in the cloud.

Ericsson and Novatium will be demonstrating their PC as a Service offering at the Ericsson Hall (Hall 6) at Mobile World Congress, Barcelona.>

NOTES TO EDITORS:

Video of the demo

<http://www.youtube.com/watch?v=GewXOwAczWo>

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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About Novatium Solutions Pvt Ltd

Novatium is the leader and pioneer in PC as a Service in India with its superior, convenient and great value offerings. Novatium's innovation is in the area of research and development of user environment, technologies, infrastructure and support for providing easy to use everyday computing for all. This involves providing computing services based on 'Pay as you Use' model. The underlying principle is that users subscribe only to the required applications and resources for a desired period. Novatium provides home and small company computing service across India. Its simplicity of computing provides unique value, coupled with ease of navigation, data security and freedom from the hassles of application and software maintenance and upgrades.