



PRESS RELEASE  
JANUARY 26, 2011

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## ERICSSON SELECTED BY TELEFÓNICA O2 UK AS NORTHERN VENDOR

- Providing new access architecture to all O2 sites in the north of the UK
- Allowing for improved 3G performance and scalability for data growth
- First use of new scalable blade technology for core networks in the UK

Ericsson (NASDAQ:ERIC) has been selected to perform a substantial network modernization program for Telefónica O2 UK in the north of the UK. The partnership will deliver greater coverage, voice and data capacity for O2 customers via a new generation network, specifically designed to handle significant growth in smartphones and smartphone applications.

Ericsson will deploy state of the art multi-standard base stations and be the sole supplier of the core network infrastructure. The latter will include the latest high capacity Mobile Softswitch Solution, using blade technology, that will allow O2 to achieve operational efficiencies and greater flexibility in the management and operation of their UK network.

Nigel Purdy, CTO for Telefónica O2 UK, said: "The modernised core network will be capable of greater capacity at reduced operational cost, allowing for site consolidation through a smaller footprint.

"Our nationwide investment program is centred on providing a better experience for our customers today and will set us on the road to building a 'smarter' future for tomorrow. We pride ourselves on being the UK's home of the smartphone, pioneering the explosion in mobile data, and we focus on provisioning our network accordingly."

Anders Runevad, Ericsson President of Region West & Central Europe, commented: "With the ever increasing demands on networks from mobile broadband applications and the UK's love of smartphones, O2's network modernisation really addresses the needs of their customers both immediately and into the future, with the ability to deliver continuing improvements to support the customer experience."

The modernized network will initially be used to provide 3G capability and support HSPA download speeds up to 42Mbps and is fully prepared for LTE introduction and other future developments.

Ericsson's strong service capability in program management, systems integration and deployment, leveraged from its leading managed services business, forms part of the modernization deal.



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NOTES TO EDITORS:

Our multimedia content is available at the broadcast room:

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