



PRESS RELEASE  
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## BUSES IN BRAZIL CONNECTED TO MOBILE BROADBAND

- World-first solution to connect public buses to 3G mobile broadband provided by Dataprom and Ericsson
- Through the Electronic Ticketing and Fleet Management Systems, controllers can access information about and monitor their fleet
- Citizens of Curitiba in Brazil first to try out and enjoy improved public transport services based on high-bandwidth connectivity

Are there benefits of connecting buses to a network? That's a question that the city government of Curitiba in Brazil posed before deciding to make it the first city in the world to implement a brand new public transportation solution developed by Ericsson (NASDAQ:ERIC) and Dataprom, the Brazilian supplier of public-transport solutions.

The solution, which is already in use in Curitiba, connects public buses to 3G mobile broadband networks, and is equipped with Ericsson mobile broadband modules for high speed access. By supplying the Electronic Ticketing and Fleet Management Systems, Dataprom and Ericsson will enable controllers to access a wide range of information about their fleet and monitor the route, stop time, speed, distance travelled, date of departure and arrival.

The largest city in southern Brazil, Curitiba has a unique public bus service which has raised much interest and received worldwide recognition. The new solution opens up possibilities for new traveler services that can help people plan their route and enable them to purchase tickets wherever and whenever it is most convenient.

Alexei Rodrigues, Commercial Director, Dataprom, says: "We are driving machine-to-machine adoption in the public transportation sector in Brazil. With Ericsson's expertise and mobile broadband solutions, our customers can easily manage their fleets and develop applications that can help them in their daily operations."

Mobile broadband solutions like these play a key role in Ericsson's vision of connecting 50 billion devices by 2020. Eduardo Ricotta, Vice-President Customer Unit Brazil, Ericsson, says: "We believe that everything that benefits from a network connection will have one, and our embedded modules enable mobile broadband connections to any device. Mobile broadband is becoming increasingly important to transportation companies because advanced communications can make them all more efficient, safer and greener. The partnership with Dataprom opens up new opportunities for us in a rapidly growing market."

NOTES TO EDITORS:

[More info and photos about Ericsson mobile broadband modules](#)



Ericsson Mobile Broadband Module



Dataprom 3G device

*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 80,000 employees generated revenue of SEK 206.5 billion (USD 27.1 billion) in 2009. Founded in 1876 with the headquarters in Stockholm, Sweden, Ericsson is listed on OMX NASDAQ, Stockholm and NASDAQ New York.*

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### **About Dataprom**

Since being founded in 1988, the Brazilian company Dataprom has been developing intelligent technology solutions that enhance people's quality of life. The aim is always to improve operations, and invest in ethical solutions.

For more information, visit [www.dataprom.com](http://www.dataprom.com).

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