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## TELEKOM AUSTRIA CUSTOMERS GET ENHANCED IPTV

- Same content on all screens
- Ericsson replaces Telekom Austria's current IPTV platform

Telekom Austria, the fixed net subsidiary of Telekom Austria Group, is one of the most innovative IPTV providers in Europe. The operator's MediaBox interconnects the TV set, mobile phone and PC allowing any image, video or music file stored on the computer to be easily retrieved and accessed on any screen. Ericsson (NASDAQ:ERIC) will exchange and enhance Telekom Austria's current IPTV platform in order to deliver blended content services to multiple devices which will eliminate barriers between TV set and PCs and introduce a new generation user interface.

"We will offer new features like advanced graphical user interface, internet services over TV, latest video on demand and recording functions to our customers in Austria. This will enhance the user experience drastically and keep our leading position in the IPTV area," says Walter Goldenits, CTO Telekom Austria TA AG.

Roland Nordgren, head of Ericsson Central Europe says: "This is a break through for Ericsson to provide and systems integrate the IPTV solution to one of the most advanced, innovative IPTV operators in Europe and co-jointly develop a leading edge service to Austrian customers. IPTV is set to grow from 40 million to some 120 million subscriptions globally over the next five years. Telekom Austria's deployment is proof of how telecommunications, broadcast and the internet are converging and the benefits this brings to the consumers, making media available on any screen."

As well as prime integration and consultancy services, Ericsson will provide a complete solution to Telekom Austria including its award-winning IPTV middleware, OpenStream Digital Services Platform for video-on-demand and WatchPoint Content Management System to address the challenge of delivering the same content in different formats, to multiple devices.



PRESS RELEASE  
February 15, 2010

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NOTES TO EDITORS:

[Ericsson IPTV solution](#)  
[IPTV middleware product announcement](#)

*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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UPCOMING EVENTS

[Mobile World Congress](#), Barcelona, Spain, February 15- 18

Ericsson's Capital Markets Day, Stockholm, Sweden, May 5-6

Ericsson Business Innovation Forum, Shanghai, China, May 17-18



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For more information please contact the Ericsson Media Relations Team.

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