



PRESS RELEASE  
February 15, 2010

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## NEW APPLICATION STORE FOR ALL HANDSET USERS

- Applications for any mobile phone
- 30,000 applications available from start
- Easy for developers to upload and distribute applications

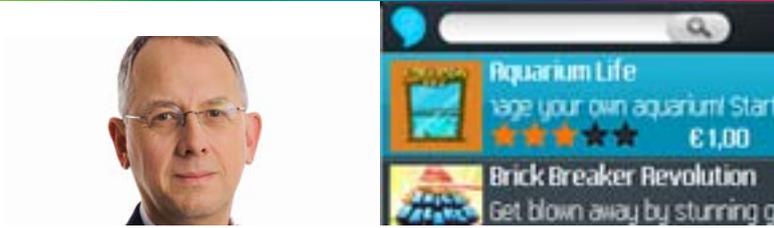
Today Ericsson (NASDAQ:ERIC) launches eStore which is a market place where operators easily can set-up and offer mobile phone users an application store. The eStore has already from start over 30,000 applications and they are downloadable to any mobile phone. Some of the applications are free to download and others can be paid via a prepaid or via the phone bill. Content is available for thousands of handset models and applications are continuously verified for many of the most popular feature and smartphones on the market today.

“Our eStore makes it possible for the user to access a wide collection of applications from any mobile phone of choice,” said Jan Wäreby, Senior Vice President and Head of Business Unit Multimedia, Ericsson. “At the same time this also provides an opportunity for operators to increase their revenue.”

With eStore developers can get their application out to the consumer by posting them on the developer site. Not only developers but also media brands, event organizers, enterprises and other content owners can get their applications quickly out to the consumers.

Ericsson partner with Opera Software ASA which provides the client framework for widgets and applications across multiple channels and devices.

Ericsson offers a broad portfolio of multimedia solutions targeting both telecom operators and new customer groups such as broadcasters and media houses. Application platforms, service delivery and revenue management solutions, combined with content developer and application provider relationships, enable Ericsson to help customers create exciting and different multimedia services. One example is charging and billing which now supports over 1 billion subscribers all over the world.



Jan Wäreby

eStore screen

NOTES TO EDITORS:

[eStore web site](#)

[White paper on application stores](#)

[eStore developer program](#)

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 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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FOR FURTHER INFORMATION, PLEASE CONTACT

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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

For more information please contact the Ericsson Media Relations Team.