



September 9, 2009

PRESS RELEASE

Ericsson shows innovative TV solutions at IBC in Amsterdam

Ericsson (NASDAQ:ERIC) and TANDBERG Television, part of the Ericsson Group, will showcase a series of world-firsts, including their latest solutions for HDTV, video-on-demand and content management at the IBC2009 Exhibition, from September 11 to 15, Hall 1:D61, at the Amsterdam RAI Exhibition and Congress Centre.

Ericsson will for the first time demonstrate set-top-box free delivery of IPTV services to integrated digital televisions using the Open IPTV Forum standard. New product launches will include: the world's first audio and video compression of MPEG-4 and the cable industry's first one-way video-on-demand (VOD) system.

Some of the new products and advanced solutions that Ericsson and TANDBERG Television will feature at the IBC include:

Connected Home and Converged TV Experiences

The Connected Home and Converged TV Experiences zone features the company's Connected Home Gateway and pre-integrated, end-to-end IPTV solution, including middleware and standards-based IPTV network infrastructure. Visitors can see RSS news feeds, Flickr and Twitter via the TV monitor directly. Visitors can also see demos of remote access, as well as access home appliances and media remotely. Demonstrations will include IMS-enabled services, presence and instant messaging between various TV, mobile and PC screens.

Set-top-box free delivery of IPTV services to networked TV set

Visitors can see a world-first set-top-box free IPTV solution demonstration. Ericsson and Sharp are collaborating on an IPTV solution based on elements of Open IPTV Forum – Release 1 specifications. Without the need of a set-top box, consumers can access broadcast channels, VOD, and communication and information services, all from the TV's browser. By reducing the need for a set-top box, an operator's capex investments can be reduced considerably by using a standardized solution. Plus, less boxes in the home means less remote controls and lower costs for the consumer as well as reduced power consumption. In the demonstration visitors can see video-on-demand on a Sharp prototype TV that connects to Ericsson's TV solution via Connected Home Gateway.

New revenue-generating services

Highlights include the industry's first device-aware back office for multiplatform TV, which allows operators to use their existing on-demand investment to enable services to PCs, TVs and mobile devices. Visitors can view a demonstration of "session-shifting," in which a subscriber can pause playback on one device and resume it on another. The cable industry's first one-way VOD system, which enables any cable operator to deliver on-demand services using existing one-way networks and set-top boxes, will be demonstrated. Also to be showcased is a VOD solution that enables service operators to deliver network-based time-shift services and targeted advertisements direct to the TV, without the need for a set-top box, using CI+ or Open IPTV Forum standards.

Bandwidth savings for direct-to-home

The new encoder, EN8190 MPEG-4 AVC HD for 4:2:0 video, enables direct-to-home providers to carry more HDTV channels with better picture quality, without increasing bandwidth costs. The booth also will feature the European debut of the EN8100 MPEG-2 encoder, which enables providers to expand their service offerings using existing network capacity.

High quality video

The world's first audio and video compression system for the MPEG-4 AVC HD 4:2:2 system solution for the contribution and distribution market includes the first MPEG-4 AVC HD 4:2:2 encoder that supports up to 1080p50/60 HD encoding with 10-bit precision. Visitors can also see the RX8200 Advanced Modular Receiver, the world's first integrated receiver decoder that supports multi-format MPEG-2/MPEG-4 4:2:2 decode capability, 10-bit support and SD, HD, and 1080p50/60 decode capability.

Solutions for content management

The European debut of WatchPoint Content Management System (CMS) enables operators to expand current on-demand services, introduce those services on new platforms and accelerate VOD revenues. The benefits of the new Asset Management System (AMS) "Lite" for smaller on-demand providers will also be shown. Visitors can also see a demonstration of targeted advertising, cross-platform campaign management and the Ericsson Ad Orchestrator, which helps advertisers target consumers via the mobile channel.

Next generation access for IPTV

With technology leadership in GPON fiber and VDSL2 copper access, supported by a full portfolio of optical, metro and edge routing solutions, Ericsson supports several major operators in accelerating the introduction of next-generation IPTV services.

On display at the IBC is Ericsson's market leading Fiber-to-the-Curb IP-DSLAM solution, in which GPON and VDSL2 can be combined to increase the scope of the market and the scale of the IPTV business opportunity.

Notes to editors:

Video

IPTV Business Development Director Alan Delaney explains what IPTV is and why it's important now. Delaney is one of Ericsson's and Tandberg Televisions key spokespeople at the upcoming IBC trade show in Amsterdam:

<http://www.ericsson.com/ericsson/press/broadcastroom/multimedia.shtml>

Press releases

Ericsson delivers advanced TV services to Sweden's Com Hem:

<http://www.ericsson.com/ericsson/press/releases/20090908-1340125.shtml>

[Argiva Adds New Services and Increases DTT Picture Quality with New TANDBERG MPEG-2 Platform:](http://www.tandbergtv.com/newsview.ink?newsid=3165)

<http://www.tandbergtv.com/newsview.ink?newsid=3165>

On.net Deploys Digital Terrestrial in Macedonia with TANDBERG Television Solution:

<http://www.tandbergtv.com/newsview.ink?newsid=3161>

TANDBERG Television Drives Migration to All-HD with World First Compression Launches at IBC:

<http://www.tandbergtv.com/newsview.ink?newsid=3160>

TANDBERG Television selected by Cogeco Cable to Expand On-Demand Services:

<http://www.tandbergtv.com/newsview.ink?newsid=3159>

Ericsson's 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 1 billion subscribers and has a leading position in managed services. The company's portfolio comprises of 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 "to be the prime driver in an all-communicating world" through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 75,000 employees generated revenue of SEK 209 billion (USD 32.2 billion) in 2008. 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 TANDBERG Television

TANDBERG Television, part of the Ericsson Group, delivers the multimedia technology and expertise that is moving digital video forward. Whether it's advanced compression systems, on-demand or content distribution, the company's award-winning solutions are used by the world's leading broadcasters, operators and programmers to deliver new viewer experiences and advertising opportunities. With a broad suite of open, standards-based products, TANDBERG Television offers the highest quality solutions for Digital TV, HDTV, VOD, and IPTV. For more information, please visit www.tandbergtv.com.