

**PRESS RELEASE****Ericsson powers interactive TV for Ucom in Armenia**

**Ericsson (NASDAQ:ERIC) is bringing high-quality, interactive TV to viewers in Armenia through a deal with operator Ucom. Ericsson will deliver its IPTV solution including GPON technology in the first contract of its kind.**

IPTV allows viewers to experience the same type of interactivity on their televisions as they are used to on their PCs, with personalized features such as chat, e-voting, web TV and access to social media networks. The IPTV solution for Ucom will also give viewers access to a flexible, customized portal that offers a wide range of broadcast channels, video on demand, an electronic program guide and personal video-recording capabilities.

The IPTV services will be delivered via the latest fiber-access technology, known as Gigabyte Passive Optical Network (GPON), supplied by Ericsson. GPON allows the consumer to watch several HDTV channels, download large files from the internet and place voice calls simultaneously without service disruptions.

Rollout will start in July 2009.

Hayk Yesayan, President of Ucom, says: "We are proud to be the first operator in Armenia to offer IPTV, and are convinced it will be popular with our customers. We chose Ericsson's market-leading technology and services, and capability to help us bring this new offering to market quickly and efficiently."

Jan Campbell, Head of Eastern Europe and Central Asia, at Ericsson, says: "This deal reflects Ericsson's ability to deliver innovative multimedia solutions. We are delighted to partner with Ucom and help them provide customers with a truly personalized, interactive and high-quality TV experience."

Ericsson's IPTV solution for Ucom includes IPTV middleware; a content-distribution platform; the customized consumer portal and GPON technology. The agreement also includes systems integration of operational management tools and consultancy services.

Ericsson's GPON fiber-access solution, EDA 1500, provides the highest bandwidth capacity on the market and supports a wide range of applications and services, in particular bandwidth-demanding services such as unicast and broadcast video and TV.

*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 OMX NASDAQ, Stockholm and NASDAQ New York.

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### **About Ucom**

Ucom (Universal Communications) provides a wide range of high-performance services for the Armenian telecommunications market to meet the growing demand from both enterprises and consumers. The company has established a broadband network covering Yerevan, the capital of Armenia.

### **About Ericsson's IPTV**

Ericsson offers an end-to-end IPTV solution consisting of IPTV middleware, video on demand, network-based PVR, IPTV head ends, content protection, IPTV infrastructure, systems integration and IPTV applications such as games. Ericsson has signed more than 180 IPTV contracts to date. Those include commercial contracts, trials, IPTV system integration projects, IPTV head-end contracts and IPTV infrastructure contracts for access, metro transport and IP edge.

Press backgrounder IPTV:

[http://www.ericsson.com/ericsson/press/facts\\_figures/doc/iptv.pdf](http://www.ericsson.com/ericsson/press/facts_figures/doc/iptv.pdf)

### **About Ericsson's GPON solution**

Gigabit-capable Passive Optical Network (GPON) is currently the fastest access technology to attract market interest and plays a key role in delivering high bandwidth to residential end users and network nodes with high capacity requirements. It is a point-to-multipoint technology and a key enabler for delivering a wide range of traditional and advanced media services. As an integral part of its Full Service Broadband architecture, Ericsson's GPON platform is designed to meet the needs of fixed-mobile convergence and next-generation networks across residential and enterprise service offerings.

For more information, see Ericsson's Full Service Broadband Access white paper:

<http://www.ericsson.com/technology/whitepapers/pdf/fsb-access-final.pdf>