

**PRESS RELEASE**

## **Ericsson to trial rich communication services in Spain's live network**

**Ericsson will trial multimedia applications based on the Rich Communication Suite standard in cooperation with Telefónica, one of the world's largest telecommunications companies. This is the world's first live demonstration of interoperable rich communication services.**

Consumers participating in the trial will be able to enjoy a series of integrated and advanced telecommunication applications, such as an enhanced and active address book allowing users to see their contacts picture and status. New enhanced messaging capability allows single composition for SMS and MMS with threaded conversations. Instant messaging capabilities include chat with the additional capability of transferring large files. The users will also be able to share multimedia content during calls.

All of these applications, which are based on the RCS feature set, have already proven successful among consumers, who are already using them in their personal computers and who also want to see them in their mobile phones.

The RCS Initiative is the joint effort of leading industry players to speed up and facilitate the adoption of applications and services that provide an interoperable, convergent, rich communication experience. Together, the participants have agreed upon a set of features originating from profiled IP Multimedia Subsystem (IMS) standards, as well as implementation guidelines with the intention of having interoperable rich communication services available in 2009.

The trial will be supported by Ericsson and other telecommunications vendors, including Sony Ericsson. In addition, a live demonstration will be showcased by Telefónica at the 2009 GSMA Mobile World Congress in Barcelona, Spain, in February.

**Notes to editors:**

Ericsson's standard 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. The market leader in 2G and 3G mobile technologies, Ericsson supplies communications services and manages networks that serve more than 250 million subscribers. The company's portfolio comprises mobile and fixed network infrastructure, and broadband and multimedia solutions for operators, enterprises and developers. The Sony Ericsson joint venture provides consumers with feature-rich personal mobile devices.*

*Ericsson is advancing its vision of 'communication for all' through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 70,000 employees generated*

*revenue of USD 27 billion (SEK 209 billion) in 2008. Founded in 1876 and headquartered in Stockholm, Sweden, Ericsson is listed on OMX Nordic Exchange Stockholm and NASDAQ*

*For more information, visit [www.ericsson.com](http://www.ericsson.com) or [www.ericsson.mobi](http://www.ericsson.mobi).*

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