

**PRESS RELEASE****Ericsson empowers 2008 Beijing Olympics with IMS-based multimedia personal communication**

**Ericsson (NASDAQ:ERIC) has announced an agreement with Beijing Netcom, a branch of China Netcom, to provide the company with a Command Supporting System based on Ericsson's IMS solution for the Beijing Olympic Games.**

China Netcom is the official fixed-telecom service partner for the Beijing 2008 Olympic Games. Under the agreement, Ericsson will be the sole supplier and systems integrator for an IMS (IP Multimedia Subsystem) platform to enable personal multimedia communication.

Ericsson's IMS solution enables the convergence of data, speech and network technology over an IP-based infrastructure. It supports fast and efficient management and coordination of value-added services, including voice, text, pictures and video, providing end users with a personalized, richer communications experience.

Deployment and systems integration has started and is set to be completed by March 2008. It will span the six Olympic Games cities in China.

The agreement is an extension of a contract signed between Ericsson and Beijing Netcom in April 2007 to build the first commercial IMS network in China.

Beijing Netcom says: "As an official partner for the 2008 Beijing Olympics, this agreement emphasizes our commitment to providing telecom-quality IP multimedia services that combine voice, data, audio and video. This move will bring an enhanced communications experience to users in Beijing and across other Olympic cities."

Mats H. Olsson, President of Ericsson Greater China, says: "Ericsson is extremely proud to build on its longstanding relationship to provide Beijing Netcom with the first IMS-based multimedia service for the 2008 Olympic Games. This contract confirms that IMS has come of age, enabling volume deployment supporting multimedia capabilities within the fixed-network operator's service."

*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 185 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 27.9 billion (SEK 188 billion) in 2007. Founded in 1876 and headquartered in Stockholm, Sweden, Ericsson is listed on the Stockholm, London and NASDAQ stock exchanges.

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

Read more at: <http://www.ericsson.com/press>

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### **About Command Supporting System**

The Command Supporting System (CSS) includes video conferencing, call center and a click-to-dial function. The CSS helps Beijing Netcom optimize their current operation and strengthen their existing telecom command system so as to better perform in the upcoming Beijing Olympic Games.

### **About Ericsson's IMS solution**

Ericsson IMS is an end-to-end solution that gives operators immediate revenue opportunities when evolving to all-IP operations. It enables seamless access to a wide range of new multimedia services across both fixed and mobile networks. Ericsson IMS Solution includes a converged IMS core infrastructure, as well as application servers and service enablers for common functions that can be reused by multiple fixed and mobile applications. The IMS solution is a part of Ericsson's Full Service Broadband offering.