

PRESS RELEASE**Ericsson launches new multimedia solution that gives consumers a new communication experience**

Ericsson (NASDAQ:ERIC) launched the Ericsson Multimedia Communication Suite (MCS) - bringing to consumers popular services they already enjoy on the Internet in a new and enhanced mobile way. The intuitive user interface will be integrated into selected new Sony Ericsson devices such as the W760.

With the Ericsson MCS, mobile operators will be able to offer their customers a suite of attractive services. Consumers will be able to access new and existing services from the address book – with an interface including rich presence functionality such as avatars, photos and personal free text. The solution also keeps track of friends and their applications so consumers will always see who is available for different applications. The user has full control over what type of information is available.

The Internet has evolved from being mainly information and content oriented to becoming more communication and people related. Through extensive consumer research done by Ericsson ConsumerLab in Europe, Asia and USA, there are clear signs that communication services on the Internet, like communities, blogs, instant messaging etc, are also demanded in a mobile context. Our study shows that enriched communication services like chat, sending files and presence on the mobile phone, are of very great interest to consumers.

The intuitive user interface integrates new MCS applications such as chat and file transfer smoothly with existing voice, video call, SMS and MMS services. Having all contacts and services available through one presence-enabled address book creates a feeling of being closer to friends and family. This stimulates new types of spontaneous communication using both existing and new services. Ericsson has learned from its consumer research that today's communication is about so much more than just making announcements: it has evolved into the sharing of everyday experiences. Presence alone with personal messages and avatars will be of great interest to many consumers supporting everyday sharing of experiences.

Claes Ödman, head of Multimedia Solutions, Business Unit Multimedia at Ericsson, says: "We see from studies that the communication patterns are changing, messaging type of services is dominating and the demand for enriched communication is here. With our Multimedia Communication Suite we can take the consumer experience one step further, making it easier with intuitive interface and allow people to communicate in a richer way."

Ericsson MCS will initially be available for selected Sony Ericsson feature phones. In Barcelona the MCS solution will be demonstrated live on popular Sony Ericsson phones. The MCS is built on IMS architecture and is aligned with the industry initiative Rich Communication Suite (RCS) that aims

for broad industry interoperability and acceptance by utilizing standardized IMS service features. RCS is a group of key operators, infrastructure and device vendors comprised of Orange, Telecom Italia, Telefónica, TeliaSonera, Ericsson, Nokia Siemens Networks, Nokia, Sony Ericsson and Samsung, who have joined in an effort to facilitate the evolution of mobile communication toward rich communication.

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 or www.ericsson.mobi

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