

Ericsson demonstrates the latest in broadband and multimedia at Mobile World Congress in Barcelona

Ericsson (NASDAQ: ERIC) will showcase the latest in multimedia and broadband, including several world firsts, at the Mobile World Congress in Barcelona, Spain, February 11–14. Ericsson’s demonstrations will unveil the latest developments in television, mobile broadband and energy efficiency. Visitors will be able to experience the technology and learn about the services’ capabilities at Ericsson’s main conference stand, located in Hall 8, La Fira, and in the TV pavilion and outdoor area.

Through the eyes of the consumer, Ericsson will employ interactive storytelling, using three personas to demonstrate how technology is used in different market segments: Jessica, a “digital native;” Tom, who is juggling career, family and hobbies; and Mosi, a carpenter in Africa.

Meet Jessica – a true digital native*

Jessica has grown up with technology and seeks creative new ways to communicate and consume multimedia services on any device. Jessica demonstrates the new opportunities for television, including IPTV and mobile TV, and highlights how attractive content, user-friendly technology and innovative applications drive consumption and communication. Visitors will also be able to explore the technology that makes interactive multimedia possible, including the new Multimedia Communications Suite, services over IMS, and MBMS (Multimedia Broadcast Multicast Service), which allows simultaneous broadcasting to a large numbers of users. (Main stand, Hall 8).

Meet Tom – a true careerist

Tom leads a hectic life: he is a careerist, a father and a football fan. He can still manage his life and be on top of things thanks to the advanced mobile multimedia solutions Ericsson and his operator provide him with. Step into his shoes and follow him around a normal day to see how broadband, enterprise and voice services merge seamlessly around him. Visitors can experience interactive IPTV solutions; voice services such as AMR Wideband, HSPA and mobile broadband modules; hosted enterprise solutions including Multimedia Contact Center; Converged Center; Mobile push email/calendar; and web-integrated mobile GPS navigation. Tom’s experience highlights a complete array of services packaged so that an operator can offer enterprise users, such as Tom, seamless, flexible and dependable services for any business situation. (Main stand, Hall 8).

Meet Mosi – an empowered phone user

Mosi is a carpenter in Nigeria whose life is changing dramatically following the introduction of mobile telephony. Through him, Ericsson will highlight how mobile telephony can improve socioeconomic conditions, while offering operators a sustainable business model in emerging markets. Visitors can see how technology such as Voice SMS, together with innovative solutions such as complete solar-powered radio sites, supports profitable network expansion while helping bridge the digital divide. (Main stand, Hall 8).

* Reservations for the media are available for the Jessica demonstrations, which are scheduled

from 5.30pm to 6.00pm, Monday to Wednesday, and 9.00am to 9.30am on Tuesday and Thursday. Places are limited.

The Individual TV Experience at the TV pavilion

Visitors to Ericsson's TV Pavilion, located outside Hall 8, will be able to experience the whole process of producing, managing, distributing and consuming the TV content. Ericsson's end-to-end TV capabilities - across multimedia, network and services domains - are on display. Reservations for the TV pavilion demonstrations are limited to customers.

Innovating energy efficiency in the outdoor area

Ericsson will showcase its innovative energy efficient solutions. Optimizing energy efficiency will not only reduce environmental impact, it will also cut network costs and help make communications more affordable for everyone. Mobile network efficiency starts with good design and continues with excellent individual core and radio site performance.

Utilizing alternative sources of energy such as solar, wind and bio-fuels will make communication more accessible and will reduce reliance on fossil fuels and further reduce environmental impact.

The outdoor areas are located in the avenue next to the main entrance to Hall 8. No reservation needed.

Additional topics

HSPA – the global technology of choice for mobile broadband

At the HSPA Pavilion (Hall 2, Stall 2C37), Ericsson will demonstrate key HSPA characteristics that underpin WCDMA/HSPA networks worldwide, providing economies of scale and spectrum efficiency. Visitors can experience the benefits of a high-speed network on par with fixed broadband, using various applications on a range of devices that can be used at work, in the home, at school and when mobile. (Main stand, Hall 8).

IMS

Ericsson will show the capabilities of IMS via a number of demonstrations. Ericsson will host the world's first demonstration of the new IMS multimedia telephony standard, 3GPP/NGN MMTel, over HSPA using handsets with a commercial mobile chipset from Ericsson Mobile Platforms. IMS-based services offer communications that enrich the user's experience, providing multimedia-enhanced applications. It is a key element in the next generation architecture and makes it possible to provide any service to any screen. It seamlessly combines communication sessions with multimedia elements, for example, sharing live video while chatting during a multiplayer game. Ericsson will also demonstrate the benefit of integrating IMS and SDP (Service Delivery Platform) in launching new end-user services. (Main stand, Hall 8).

LTE

LTE is a continued evolution of the 2G and 3G networks and is an integrated part of the full service broadband concept. Different applications are demonstrated end-to-end over a flat network architecture that is based on the Long Term Evolution (LTE) and the System Architecture Evolution (SAE). (Main stand, Hall 8).

Reservations for the media are available for a LTE demonstration on Wednesday, 9.00am to 9.30am. Places are limited.

Creating the Multimedia Marketplace

To be successful in the emerging multimedia marketplace, operators and service providers must be prepared to act quickly and manage a complex ecosystem. Ericsson will demonstrate the Service Delivery Platform interworking with IMS services and Convergent Charging and Billing, based on the joint Ericsson and LHS offering. (Main stand, Hall 8).

Managed Services

Ericsson has the telecom industry's most comprehensive Managed Services offering providing high quality, cost-efficient operations of networks, end-user services and business support systems. Ericsson's Managed Services capabilities will be presented at the main stand, Hall 8.

National Security and Public Safety

For the first time at the Mobile World Congress, Ericsson will showcase its National Security and Public Safety solutions. It will demonstrate how broadband technology can be used in emergencies and makes innovative use of instant radio communications via the cellular network. (Main stand, Hall 8).

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 189 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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