

## **Ericsson performs successful MBMS interoperability tests with leading vendors**

**Ericsson (NASDAQ:ERIC) today announced that it has successfully performed interoperability tests for its Multimedia Broadcast Multicast Service (MBMS) solution with the leading chipset vendors. The move sets the stage for the widespread adoption of MBMS and the availability of MBMS terminals.**

MBMS is a scalable, flexible solution that allows operators to broadcast different forms of content in different parts of the mobile network. It helps operators to cost-effectively and quickly launch innovative end-user multimedia services such as entertainment and emergency alert broadcast information services of traffic, weather and news.

MBMS leverages existing network infrastructure to facilitate broadcasting of multimedia services such as mobile TV. It allows an unlimited number of users to use the service concurrently, stimulates the development of new mobile mass-media services and is a cornerstone of mass-market mobile TV penetration.

The interoperability tests were conducted with several leading platform vendors, among them Ericsson Mobile Platforms and Qualcomm. Commercial rollout of Ericsson's MBMS in the 3G networks will start with early launch systems in March 2008 followed by full deployment in September 2008.

Ulf Ewaldsson, Vice President and Head of Product Area Radio at Ericsson, says: "With the large part of handsets based on these vendors' chipsets, together with the proven interoperability of Ericsson mobile networks, both operator uptake of MBMS and the availability of MBMS terminals are secured. This means that MBMS functionality will become a natural and standardized functionality in tomorrow's mobile systems and terminals.

"Operators are increasingly seeking new opportunities to harness their existing infrastructure and partner with content providers to offer end users cutting-edge multimedia services. MBMS will enable the commercialization and deployment of multimedia services for the mass market, allowing operators to tap new revenue streams and meet the future demands," Ewaldsson says.

The interoperability tests reflect Ericsson's and the leading chipset vendors' strong belief in the MBMS technology. Ericsson has a pioneering MBMS track record and presented the world's first live demonstration of mobile TV using Ericsson MBMS in April 2006.

### **Note to editors:**

Ericsson to showcase mobile TV using MBMS at 3GSM  
[www.ericsson.com/ericsson/press/releases/20070208-1103347.shtml](http://www.ericsson.com/ericsson/press/releases/20070208-1103347.shtml)

Mobile networks go broadcast with Ericsson

[www.ericsson.com/ericsson/press/releases/20060405-1043320.shtml](http://www.ericsson.com/ericsson/press/releases/20060405-1043320.shtml)

*Ericsson is shaping the future of Mobile and Broadband Internet communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the world.*

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