

Ericsson announces the first HSPA platform to enable true mass-market multimedia devices

Ericsson (NASDAQ:ERIC) today announced its U335 WCDMA mobile platform, the first to enable the introduction of mass-market HSPA multimedia devices capable of new services such as mobile TV, mobile video blogging and other services demanding both high uplink and downlink data speeds.

The Ericsson U335 combines high-speed uplink data with state-of-the-art multimedia functionality at a price level that makes true mass-market consumer devices possible. It differs from Ericsson's previously announced HSPA platforms, which have focused primarily on network access for PC-card products and high-end feature phones, making the U335 the first platform enabling HSPA devices for all segments on the market.

The latest addition to the mobile platforms portfolio of multimedia platforms, the U335 is expected to become a flagship product by supporting not only higher uplink data speeds than its predecessors but also incorporating several mobile TV standards and advanced multimedia features.

Robert Puskaric, head of Ericsson's mobile platforms' unit, says: "The U335 is the first platform to enable mass-market production of true multimedia devices. By enabling mobile TV through MBMS, DVB-H and Unicast, together with outstanding imaging, video and music capabilities in a cost-efficient package, we expect to see many consumer models built on this platform."

Jan Wäreby, senior vice president and head of Ericsson's multimedia business, says: "Today's announcement is the best example of how the different components of Ericsson's multimedia offering allow us to act as the driver for this emerging market. By leveraging on our technology innovation and deep knowledge of devices and consumers' needs, we have today launched a platform that will allow more and more consumers to enjoy innovative multimedia services."

By launching the U335 platform, Ericsson brings HSPA to the mass market almost one year ahead of schedule. Strong R&D efforts, together with the flexibility to adapt to market changes, make this possible, and show why Ericsson is the market leader in the WCDMA segment for independent platform suppliers.

Products built on the U335 platform are expected to be available in volumes in the second half of 2008.

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.

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

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