

## **Ericsson signs contract for 3G handset platforms with LG Electronics**

**By this agreement, LG Electronics gets access to Ericsson's cutting edge handset technology in 2.5G and 3G/UMTS. LG Electronics is one of the major players in the wireless industry and the deal is a proof of Ericsson's superior technology in the field.**

"We are confident that this flexible offering from Ericsson will enable LG Electronics to develop state-of-the-art products and services," says Tord Wingren, president of Ericsson Mobile Platforms. "The agreement gives a boost to the 3G handset market and is the second agreement for Ericsson Mobile Platforms, with Sony Ericsson as the first customer."

LG Electronics develops its own value added GPRS/UMTS Dual Mode 3G handsets based on Ericsson's technology and pays Ericsson Mobile Platforms a license fee for the technology.

The mobile handset business is under transformation. It is going through the same change as the PC industry did earlier, from a 'vertical' industry with a few companies that supply the complete products to a 'horizontal' industry with many specialized companies, each supplying their part of the products. Ericsson holds the world's largest 2.5G and 3G IPR (Intellectual Property Rights) portfolio. Part of this portfolio is now offered to the market through Ericsson Mobile Platforms, positioning Ericsson as a leading supplier of the core mobile handset technology.

The technology platforms include all component specifications, printed circuit board schematics and software, and are ready for customization by the manufacturer. This approach enables LG Electronics to launch new products quickly with minimum R&D investment and at the same time to come out as a strong supplier of handsets when consumers all over the world take on 3G.

*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/press>

### **FOR FURTHER INFORMATION, PLEASE CONTACT**

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**About Ericsson Mobile Platforms**

Ericsson made an early strategic decision to accelerate the wireless industry. On 1 September 2001, Ericsson Mobile Platforms was formed as a fully operational company to offer its complete 2.5G and 3G platform solutions to all manufacturers of mobile phones and wireless information devices on the open market. Ericsson Mobile Platforms offers the fastest route for manufacturers to launch new GPRS or 3G products with limited R&D and resources, allowing them to focus on areas of product differentiation, including applications, industrial design, distribution and branding.

**About LG Electronics**

LG Electronics, a major global player in electronics & telecommunications, is one of the world's top 10 manufacturers of mobile handsets. The company operates 72 subsidiaries around the world with over 64,000 employees worldwide. LGE focuses on Digital TV, CD-RW, DVD, CD-ROM, DVD-ROM Drives, PCs, Monitors, Mobile Handsets, Information and Communications System, CRTs and PDPs. LGE is strengthening core competencies even more to further its reputation as the "Digital Leader" in electronic products and equipment in the digital era.

Read more at [www.lge.com](http://www.lge.com)