



PRESS RELEASE
APRIL 27, 2011

ERICSSON TO PROVIDE EMERGENCY CALL TECHNOLOGY TO RUSSIA'S SFERA

- Agreement including development and adaptation of 112 emergency response communications for the Russian market using Ericsson's CoordCom technology
- Another milestone in the technology partnership between Ericsson and Russia

Ericsson (NASDAQ:ERIC) has signed an agreement with the Russian technology company SFERA to share technology for emergency call and coordination services in the Russian market. The technology, based on Ericsson's CoordCom technology, will be adapted to Russian technical and operational specifications and provided to the market by SFERA.

Ericsson's more than 25 years of experience developing 112 emergency response centers for public safety has resulted in the well-proven CoordCom technology, which is based on open standards, well-defined interfaces and commercial off-the-shelf products.

"The technology supports the customizations needed for emergency response operations in Russia," says Robert Puskaric, Head of Region Northern Europe and Central Asia at Ericsson. "Specifically, its ability to support multi-agency cooperation and to integrate with existing mission-critical communications infrastructure will provide the most effective emergency response in order to protect and save lives."

According to a cost-benefit analysis and life-saving-operations study conducted in Sweden, one minute saved in response time is worth EUR 1,300. Per one million inhabitants, one minute saved in all rescues for one year results in a saving of EUR 7 million.

Ericsson's Emergency Response Command and Control Center uses CoordCom technology to control and coordinate the entire chain of events in an emergency – everything from the incoming emergency call to the dispatching of the right resources, such as the police, fire department and ambulance. The technology integrates all types of services for telephony, radio and data communication and provides thorough decision support to operators in command and control centers. This gives control center personnel the ability to effectively protect and share information, resulting in shorter response times as well as reduced damages and costs. Most importantly, it saves lives.

The CoordCom system has been deployed at local, regional and national levels for coordinated emergency response operations, resulting in one case in the largest nationwide 112 installation in Europe. The introduction of Ericsson's leading global technology for 112 emergency response operations to the Russian market is another milestone in the technology partnership between the world's leading provider of technology and services to telecom operators and one of the world's fastest growing markets. It is a testament to the importance of transfers of innovative and widely tested technology, and will result in substantial benefits to businesses, government and society as a whole.





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Ericsson announced the contract during an official visit to Sweden by Russian Prime Minister Vladimir Putin, who held talks with Sweden's Prime Minister Fredrik Reinfeldt, Ericsson President and CEO Hans Vestberg and Ericsson management.

NOTES TO EDITORS:

Press conference

Press conference will be held at hotel Sheraton, Tegelbacken 6, in Stockholm, Wednesday April 27th, 1.30 p.m. Robert Puskaric, head of Ericsson Region Northern Europe and Central Asia will speak together with representatives from Skolkovo Innovation Center.

About Ericsson Russia

Ericsson's partnership with Russia dates back 120 years to the first sale of a telephone set in 1891. In 1897, Ericsson went local in Russia with the opening of a major telephone manufacturing facility in St. Petersburg, Russia, which at the time was the company's largest such facility in the world.

To develop ICT talent in Russia, Ericsson currently operates the Ericsson Training Center that was opened in Moscow in 1996. The Center is a joint venture established together with the Moscow Technical University of Telecommunications – MTUCI. Since it's opening, the Center has trained more than 20,000 ICT professionals.

Currently, Ericsson switches serve more than 60 percent of all national and international telephone traffic in Russia and every third mobile call in Russia is supported by an Ericsson solution. Ericsson is also an industry leader in the introduction of an extensive range of the most cutting-edge technologies in Russia's burgeoning ICT sector.

Ericsson's homepage for Public Safety organizations:

http://www.ericsson.com/ourportfolio/products/nsps-command-and-control?nav=fgb_101_390

Our multimedia content is available at the broadcast room:

www.ericsson.com/broadcast_room

Ericsson is the world's leading provider of technology and services to telecom operators. Ericsson is the leader in 2G, 3G and 4G mobile technologies, and provides support for networks with over 2 billion subscribers and has the leading position in managed services. The company's portfolio comprises mobile and fixed network infrastructure, telecom services, software, broadband and multimedia solutions for operators, enterprises and the media



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industry. The Sony Ericsson and ST-Ericsson joint ventures provide consumers with feature-rich personal mobile devices.

Ericsson is advancing its vision of being the “prime driver in an all-communicating world” through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 90,000 employees generated revenue of SEK 203.3 billion (USD 28.2 billion) in 2010. Founded in 1876 with the headquarters in Stockholm, Sweden, Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ New York.

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