



PRESS RELEASE  
JANUARY 26, 2010

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## DTAC PREPARES FOR DATA GROWTH WITH ERICSSON

DTAC signs its first contract with Ericsson to modernize its 2G network

DTAC to meet Thailand's growing data-traffic demand and get ready for 3G and LTE

Users to enjoy improved smartphone performance, faster web browsing and downloads

Thailand's second largest operator, DTAC, with 20 million subscribers, has signed its first contract with Ericsson (NASDAQ:ERIC) to modernize its nationwide 2G, GSM/EDGE network, and prepare for mobile-broadband services based on WCDMA/HSPA and LTE/4G. The operator will meet the demands that come with the country's 30 percent annual growth rate in data traffic and fast mobile take-up, which is currently over 100 percent.

The network modernization will improve network capacity and enhance speeds so that Thai users can enjoy improved smartphone performance, faster web browsing and downloads, and better performance in busy areas.

Rolf Marthinusen, CTO of DTAC, says: "This modernization will provide a more efficient and capable network that is well suited to today's demands, and readies us for 3G and 4G/LTE. This gives us a strong roadmap for years to come, so DTAC can continue to deliver leading services to Thai consumers and business users. Through Ericsson's combination of technology and services expertise we feel confident that this live upgrade of our network will be managed in a smooth way."

In order to facilitate DTAC's technology migration, Ericsson will also support in managing the network during the first year of operation. Ericsson will also supply and integrate the Messaging in One platform, and provide network rollout and manage services during the first year of rollout and operation.

Joacim Damgard, President of Ericsson Thailand says: "Data traffic is growing in Thailand due to the increased use of smart phones and mobile broadband. To meet this trend and the increased expectations on user experience, it's crucial to have a cost-effective and future-proof network."

This live upgrade of DTAC's network is a large undertaking that makes Ericsson responsible for supplying, designing and rolling out a nationwide GSM/EDGE network. By deploying the latest core and radio-access technology from Ericsson, DTAC will be ready to offer mobile-broadband services based on WCDMA/HSPA/LTE technology. The contract includes Ericsson's RBS 6000 multi-standard radio base stations, MSC Server Blade Cluster and User Data Management, as well as its mobile packet core and circuit core solutions.

The modernized network will utilize the latest equipment, shown to be more than 40 percent more energy-efficient than previous generations.



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NOTES TO EDITORS:

Our multimedia content is available at the broadcast room:

[www.ericsson.com/broadcast\\_room](http://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 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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