
ERICSSON AND TWENTIETH CENTURY FOX TO ENABLE NEXT-GENERATION CONTENT ON UNIFIED DELIVERY NETWORK

- Unified Delivery Network (UDN) will deliver low-latency video, gaming and social content to content providers, consumers and terrestrial distributors
- Optimized UDN will address intake, processing, storage and distribution of a wide variety of Fox content, including new release and library movies, 360° Audio/Video, Virtual and Augmented Reality as well as 4K Ultra-HD with High Dynamic Range content
- The partnership seeks to deliver the ultimate immersive consumer media experience through optimized playback of existing and innovative content types across any device, platform or network

Ericsson (NASDAQ:ERIC) today announced that as part of its global partnership with the Fox Innovation Lab, Twentieth Century Fox's research and development center, it is collaborating on a proof of concept for delivering a wide variety of Fox content. The proof of concept include new release and library movies, 360° audio/video, virtual reality (VR) and augmented reality (AR), and 4K Ultra-HD with High Dynamic Range content over any platform, device or network. This breakthrough innovation enables seamless, optimized and latency-free entertainment experiences that can support all current and anticipated playback devices, platforms, and networks.

The proof of concept leverages Ericsson's Unified Delivery Network (UDN), connecting content providers with the last-mile reach of service providers for seamless content delivery. Fox also participates as a content provider partner in Ericsson's UDN, extending Fox's network capabilities to the public domain, enabling enhanced OTT service delivery, and significantly advancing the traditional content delivery model.

The Ericsson UDN aims to address the requirements for the highest quality visuals enabled by 4K Ultra-HD with High Dynamic Range. Adaptive Bit Rate (ABR) and other intake and processing technologies are used at various points along UDN's "to-the-edge" delivery network, to ensure that content delivered via mobile and other edge networks provides an optimal consumer experience.

Hanno Basse, Chief Technology Officer, 20th Century Fox, and Managing Director, Fox Innovation Lab, says: "4K Ultra-HD with High Dynamic Range, as well as virtual and

PRESS RELEASE

APRIL 18, 2016



augmented reality and other innovative forms of content, have gathered momentum with the promise of unique, immersive user experiences. Working closely with Ericsson's technical experts, we will offer our first proof of concept to showcase core technologies that overcome the constraints of network and bandwidth limitations. We will demonstrate a viable direction for the creation of new, breakthrough content services that expand our ability to deliver high-value, engaging content to consumers."

The proof of concept provides a test bed for exploring exciting new directions for consumer viewing experiences, including but not limited to device-specific content optimization, personalized just-in-time low-latency advertising, and novel VR and AR applications. It provides content creators and distributors with a benchmark technology stack and workflow to help define the processes and requirements for delivering new types of content.

Diomedes Kastanis, Vice President, Head of Technology, Software Solutions at Ericsson, says: "Content technologies like 4K Ultra-HD with High Dynamic Range and virtual reality provide the natural next step for service providers looking to differentiate their offerings with truly immersive experiences. Our work with Fox is focused on enabling these new forms of content to be delivered to any type of device, at high quality and without consuming excessive bandwidth. To achieve this, we address every aspect of the delivery chain, including hardware, content, workflow and the end-consumer experience. We are proud of the great strides we have made in this area, and look forward to our ongoing opportunity to shape the industry in this new internet era of television."

NOTES TO EDITORS

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Ericsson is the driving force behind the Networked Society – a world leader in communications technology and services. Our long-term relationships with every major telecom operator in the world allow people, business and society to fulfill their potential and create a more sustainable future.

Our services, software and infrastructure – especially in mobility, broadband and the cloud – are enabling the telecom industry and other sectors to do better business, increase efficiency, improve the user experience and capture new opportunities.

With approximately 115,000 professionals and customers in 180 countries, we combine global scale with technology and services leadership. We support networks that connect more than 2.5 billion subscribers. Forty percent of the world's mobile traffic is carried over Ericsson networks. And our investments in research and development ensure that our solutions – and our customers – stay in front.



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Founded in 1876, Ericsson has its headquarters in Stockholm, Sweden. Net sales in 2015 were SEK 246.9 billion (USD 29.4 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York.

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