
NBC OLYMPICS SELECTS ERICSSON FOR 2016 OLYMPIC GAMES IN RIO

- Ericsson high performance HD solutions will enable NBC Olympics to delight millions of US viewers during its coverage of 2016 Rio Olympics

NBC Olympics, a division of the NBC Sports Group, has selected Ericsson (NASDAQ:ERIC) to provide video contribution and distribution solutions for its production of the Games of the XXXI Olympiad, which take place in Rio de Janeiro, Brazil, from August 5 – August 21, 2016. The announcement was made today by David Mazza, Senior Vice President, Engineering, NBC Olympics, and Elisabetta Romano, VP and Head of TV and Media, Ericsson.

Ericsson will provide a range of its video processing solutions and advanced modular receivers, supporting NBC Olympics with the delivery of high quality, reliable HD broadcast to millions of viewers. Expert Ericsson engineers will also be providing 24/7 event support onsite, as well as assisting with equipment and system set up.

"The Olympic Games is watched and loved the world over, and we are proud to be part of the coverage NBC Olympics will be providing. Our deep heritage in delivering next generation solutions for content acquisition, exchange and distribution will ensure that US fans get to witness each thrilling sporting moment in the best possible quality," says Elisabetta Romano. "Our ongoing work with NBC Olympics is great testament to our compression solutions and services, which deliver truly immersive and seamless experiences to consumers across all devices."

"We once again are entrusting all of our MPEG compression to the very flexible and reliable Ericsson product line," said Mazza "When we need to balance the trade-off between bandwidth vs. high picture quality, we know Ericsson is always going to give us the best picture for the available bits."

For nearly 25 years, Ericsson has led the way in the development of pioneering, advanced video compression technology solutions, bringing the next generation of TV experiences to consumers. Ericsson encoding solutions were most recently used by NBC Olympics for the 2014 Sochi Winter Games, and prior to this supported NBC Olympics production of the 2012 London Games, 2010 Vancouver Winter Games, the 2008 Beijing Games and the 2006 Winter Olympics from Turin, Italy.

About NBC Olympics

A division of the NBC Sports Group, NBC Olympics is responsible for producing, programming and promoting NBCUniversal's Olympic coverage. It is renowned for its unsurpassed Olympic heritage, award-winning production, and ability to aggregate the largest audiences in U.S.

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television history. For more information on NBC Olympics' coverage of the Rio Olympics, please visit: <http://nbcspportsgrouppressbox.com/>

NOTES TO EDITORS

At NAB Show 2016, Ericsson will demonstrate how its pioneering approach to contribution and distribution (C&D) enables content owners and service providers to deliver key live sports event coverage to large TV audiences. Ericsson's C&D solutions draw upon a proud heritage of innovation and professional service expertise and deliver a clear upgrade path towards the HEVC compression standard to enable the highest possible video output.

For media kits, backgrounders and high-resolution photos, please visit www.ericsson.com/press

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.

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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