
STC DEPLOYS FIRST ERICSSON RADIO DOT SYSTEM IN THE MIDDLE EAST

- Saudi Telecom Company STC is the first operator in the region to deploy Ericsson's state-of-the-art Radio Dot System
- Smart and creative solution provides a fast and flexible way to deliver high-quality access to mobile broadband and voice services indoors
- STC customers will enjoy better network performance and improved coverage

Ericsson (NASDAQ:ERIC) and Saudi Telecom Company (STC) have teamed up to deploy Ericsson's state-of-the-art Radio Dot System solution. It is the first deployment of its kind in the Middle East.

The Ericsson Indoor Radio Dot System fully integrates with the outdoor WCDMA and LTE networks. It provides seamless coverage for STC's consumer and enterprise customers in the broadest range of in-building deployment scenarios, ensuring consistent delivery of high performance voice and data services.

The deployment will also support scalable capacity for a variety of commercial buildings, including underserved medium-to-large buildings and venues.

Abdullah Alzame, Network VP at STC; "We are pleased to be working with Ericsson to inaugurate its Radio Dot System. At STC, we have long placed customer satisfaction at the core of our operational ethos. This partnership will help us in providing our business customers with the highest standards of telecommunications services. In practice, it will ensure that they have access to fast and reliable indoor mobile connectivity and enjoy the best possible network experience."

Ali Eid, President Ericsson Saudi Arabia: added: "Ericsson's Radio Dot System has been deployed to offer business customers in KSA a seamless user experience and a cost-effective, convenient solution to indoor coverage challenges. With our Radio Dot System, STC users will benefit from high performance voice, data coverage and capacity."

Over the past 14 years, STC and Ericsson have built a successful relationship underpinned by numerous milestones. The collaboration, which includes cutting-edge products, network enhancement initiatives, and innovative customer service offerings, have left a clear mark on Saudi Arabia's telecommunications industry.

Ericsson at Mobile World Congress 2015

During Mobile World Congress 2015 in Barcelona, Spain, Ericsson is showing world-leading technology, service capabilities, and innovations. The Networked Society is transforming entire industries. ICT tools have become fundamental everyday resources for businesses, people and society. We lead the way with hardware, services and software solutions that drive development in mobility, broadband and cloud, creating the foundation for new ecosystems, and transformation across industries. The change that transformation brings is in the hands of everyone. That is why we at Mobile World Congress this year will talk about how we enable change-makers in the Networked Society to advance digital experiences.

You can find us at MWC in Hall 2, Stand 2N60. Follow us during the event using @Ericsson and join the discussion using #MWC15. Insights from our experts and Networked Society evangelists are also published on our blog during the event.

NOTES TO EDITORS

About Saudi Telecom Company (STC)

STC is the leading national provider of telecommunication services in the Kingdom of Saudi Arabia. The company is working continuously to fulfill and satisfy the market requirements, keeping pace with the emerging technologies in the telecommunications sector and satisfying its customer's needs. STC has put in its consideration that, this is the way to reinforce its position and identity, in view of a changing world, where the role and usage of telecommunications became more significant.

Believing in the importance of its customers and fulfillment of their needs, STC has adopted a new Broadband Strategy that aims to support and re-enforce its leading competitive position. Based on this strategy, STC strives to continue to enhance customer-centric culture in all its business aspects. This culture has been reflected in the organizational design of the company that focused on the Key STC Customer Categories.

In the last few years, STC has gone beyond its local borders to the international markets, forming a network of businesses and investments in a number of Gulf Cooperation Countries, Asia & Africa, which enabled STC to serve a greater number of global customers.

Saudi Telecom Company (www.stc.com.sa)

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About Ericsson

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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.

Founded in 1876, Ericsson has its headquarters in Stockholm, Sweden. Net sales in 2014 were SEK 228.0 billion (USD 33.1 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York.

About Ericsson's Radio Dot System

With its Radio Dot System, Ericsson is redefining the concept of indoor small cells with the industry's most cost-effective and modular high performance indoor radio system, enabling operators to address a wide range of in-building environments with a common solution. This has clear operational benefits for the operator but is also important to CIOs, IT Managers and building owners and managers who may be responsible for multi-location businesses and campuses where individual buildings can vary greatly in size and user traffic.

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