
ERICSSON PROVIDES SOFTBANK MOBILE WITH SMART SERVICES ROUTERS

- Japan's SOFTBANK MOBILE to implement Ericsson's SSR 8000 family of Smart Services Routers as its main Evolved Packet Core (EPC) packet gateway node
- SSR 8000 family of Smart Services Routers enables operators to meet the latest network requirements for performance, smartness, simplicity and reliability
- Subscribers will experience benefits such as faster data speeds and a superior user experience

Japan already leads the world in terms of average mobile traffic per user, and its contribution to data traffic will only increase as time goes by. Very high smartphone penetration is resulting in increased demand for network quality, which a recent Ericsson (NASDAQ: ERIC) ConsumerLab study confirmed is a central factor in ensuring a positive smartphone user experience and hence customer loyalty.

To secure network quality despite the high load caused by the data explosion, Japan's SOFTBANK MOBILE has selected to implement Ericsson's SSR 8000 family of Smart Services Routers as its main Evolved Packet Core (EPC) packet gateway node. Part of Ericsson's 4th-Generation IP Networking portfolio, the SSR 8000 family of Smart Services Routers enables operators to meet the latest network requirements for performance, smartness, simplicity and reliability.

Junichi Miyakawa, Executive Vice President, Director & CTO of SOFTBANK MOBILE Corp., says: "The data volume explosion is particularly evident in Japan, where we have densely populated cities with users who are early adopters of technology. We are implementing the most appropriate equipment to ensure that we have the network capacity required to deliver the best possible user experience, and the SSR 8000 family of products is a highly scalable solution."

Jan Signell, President of Ericsson Japan K.K., says: "We have a great working relationship with SOFTBANK MOBILE as its sole supplier of core network and packet network equipment, and we're very happy to be able to continue to supply the equipment it needs to meet its subscribers' demands. The data explosion is both an opportunity and a challenge, and we're committed to ensuring that it benefits everyone."

Internet services are playing an increasingly essential role in daily life. People use their phones not only for communicating and socializing with each other, but also for Wi-Fi tethering, as NFC keys, train passes, to exchange electronic business cards, as e-book readers, and even to watch TV. The smartphone has placed the internet in the palms of people's hands and enabled new revenue opportunities for operators.

The Ericsson SSR 8000 family of Smart Services Routers can scale to meet the bandwidth needs of even the most demanding applications and allow operators to keep up with the ever-growing number of connected devices. As a consolidated platform for both fixed- and mobile network applications, Smart Services Routers make convergence a reality – thereby simplifying operations and reducing cost of ownership.

NOTES TO EDITORS

Photo of Ericsson SSR 8020 Family:

www.ericsson.com/ourportfolio/telecom-operators/ssr-8000-family

Smartphone Usage Experience:

www.ericsson.com/res/docs/2013/consumerlab/smartphone-usage-experience-report.pdf

Ericsson Mobility Report (Nov 2012):

www.ericsson.com/ericsson-mobility-report

Ericsson SSR 8000 family:

www.ericsson.com/ourportfolio/products/ssr-8000-family

SOFTBANK MOBILE deploys 900MHz Evolved HSPA network (Mar 22, 2012):

www.ericsson.com/news/1596253

Softbank Mobile and Ericsson demonstrate new LTE feature to improve cell-edge data rate (Jul 29, 2011):

www.ericsson.com/news/110729-softbank-ericsson-lte_244188809_c

Improved mobile data access for Japanese users (Nov 5, 2010):

www.ericsson.com/news/1459250

Japan's SOFTBANK MOBILE chooses Ericsson mobile broadband solution (Aug 2, 2010):

www.ericsson.com/news/1435020

Download high-resolution photos and broadcast-quality video at www.ericsson.com/press

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Our offering comprises services, software and infrastructure within Information and Communications Technology for telecom operators and other industries. Today more than 40 percent of the world's mobile traffic goes through Ericsson networks and we support customers' networks servicing more than 2.5 billion subscribers.

We operate in 180 countries and employ more than 100,000 people. Founded in 1876, Ericsson is headquartered in Stockholm, Sweden. In 2011 the company's net sales were SEK 226.9 billion (USD 35.0 billion). Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ, New York stock exchanges.

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