MOBILE BROADBAND IN WINDOWS 8 SIMPLIFIED BY ERICSSON

- New protocol led by Ericsson with Microsoft simplifies adoption of mobile broadband for notebooks and tablets on Windows 8

- Consumer expectations of always-on connectivity more easily met

- New generation of mobile broadband modules from Ericsson support this protocol in Windows 8

A protocol proposed by Ericsson (NASDAQ: ERIC) makes it easier for manufacturers to bring mobile broadband to people buying notebooks and tablets. The collaborative development of the protocol is an industry effort within USB Implementers Forum.

Device manufacturers who implement the protocol will no longer need to install drivers for embedded mobile broadband connectivity or a connection manager – support for the protocol will be included in Windows 8. The new generation of mobile broadband modules from Ericsson supports this protocol, which is being demonstrated this week at the Microsoft BUILD conference in the United States.

Mats Norin, head of Ericsson Mobile Broadband Modules, says: "This open communication protocol helps to save both time and cost for notebook and tablet makers. This is true also for the end user, enabling constant connectivity and simpler updates rather than separate downloads from manufacturer web sites."

Ericsson also worked with silicon partners like AMD, Intel,, NVIDIA and Texas Instruments. The result is that Ericsson's mobile broadband modules supporting the protocol help make the adoption of mobile broadband for the Windows 8-based PC ecosystem smooth.

Norin continues: "As consumers are buying notebooks, netbooks, tablets and other consumer electronics, their expectations on connectivity go up. Ericsson believes in embedded connectivity to help consumers get what they want faster and in the simplest possible way."

The protocol will be demonstrated in reference devices at the Microsoft BUILD conference taking place in Anaheim, California September 13-16.

The new feature will be available on all Ericsson modules starting with the F5321gw, H5321gw and C5621gw and beyond after the final release of Windows 8.

ERICSSON MOBILE BROADBAND MODULES AND MATS NORIN

NOTES TO EDITORS:

http://www.buildwindows.com/

http://www.usb.org/about

More on Ericsson Mobile Broadband Modules:

www.ericsson.com/solutions/mobile_broadband_modules/press.shtml

Our multimedia content is available at the broadcast room:
www.ericsson.com/broadcast_room

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Ericsson is advancing its vision of being the "prime driver in an all-communicating world" through innovation, technology, and sustainable business solutions. Working in 180 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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