

We all agree

I am the new publisher of Ericsson Review replacing Jan Uddenfeldt. In this new role, I will use this editorial to share insights I have as CTO of the Ericsson Group. I have just returned, for example, from our major “meet-the-customer” vehicle, the Volvo Ocean race. This time, in Singapore, one of the Ericsson boats won part of the oceanic race, and I got to meet many of our customers who are active in Asia. What did we discuss? LTE, of course, and the momentum around this preferred technology choice both for operators who are already on the GSM track, those who want to leave the CDMA track as well as those who have gone with TD-SCDMA. They have all elected to go with LTE. To be a commercial success, communication has to be free of barriers. Therefore, a truly global standard like LTE is good for the industry. And for once we all agree!

The former publisher, Jan Uddenfeldt, is focusing on our presence in Silicon Valley. The industry is merging with IT, the internet and media, and therefore Ericsson has created a campus there with 1300 employees to take part in these developments.

In this issue of the journal we discuss digital video compression, convergent charging and billing, the continued HSPA Evolution of mobile broadband, Ericsson’s open platform



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for multimedia applications, as well as MBMS push file delivery. We also briefly celebrate some of Ericsson Research’s most significant milestones during the past 10 years.

It is an honor to take over this technology journal with its rich 85-year heritage. Ericsson Review is changing, just as Ericsson and the world around us is constantly changing. In 2009, we will publish two regular issues of the journal. Between issues we will introduce a new electronic supplement, opening the door to other kinds of content and media, such as audio, video and animations.

Let us know what you think.

Håkan Eriksson
CTO of Ericsson,
Publisher of Ericsson Review

