



NORTH AMERICAN INVESTOR RELATIONS FORUM

THURSDAY 12 AUGUST 2010

ERICSSON SILICON VALLEY, SAN JOSE

10:00 am	Registration at Ericsson Silicon Valley	
10:30 am	Welcome and Introduction	Peter Olofsson Head of Industry Analyst Relations, Ericsson
	Technology Trends	Håkan Eriksson Senior Vice President, Chief Technology Officer, Head of Group Function Technology & Portfolio Management and Head of Ericsson in Silicon Valley
	Radio Networks - Modernization and Sharing	Jan Ögren, Vice President and Head of Network Roll Out, Ericsson Global Services
12:00 pm	Lunch	
1:00 pm	Mobile Broadband Update	Christian Hedelin Head of Marketing, Ericsson Radio Networks
1:50 pm	Converged All-IP Networks	Georges Antoun Head of Ericsson Product Area IP and Broadband Networks
2:35 pm	Break	
2:55 pm	North American Update	Gary Pinkham Vice President of Corporate Affairs and Communications, Ericsson North America
	BSS and Revenue Management	Stefan Hedelius Head of Strategy and Business Development, Ericsson Multimedia Jaco Fourie Director of Business Development and Strategies for Revenue Management, Ericsson Multimedia
3:50 pm	Group Q&A	All Speakers
4:20 pm	Enabling the Ecosystem and Demonstrations in the Experience Centre	Arpit Joshipura Vice President of Strategy and Market Development, Ericsson Silicon Valley
5:00 pm	Close	