

## **CTIA Wireless 2005: Ericsson's Mobile Triple Play in New Orleans**

**Ericsson President and Chief Executive Officer Carl-Henric Svanberg will host a news conference at 1 p.m. Monday, March 14, at Room 252 of the Ernest P. Morial Convention Center in New Orleans during the CTIA Wireless 2005 trade show.**

In addition to delivering news announcements, Svanberg and other members of the Ericsson global management team will address the latest mobile technologies and market issues. Topics will include how “Mobile Triple Play” – mobile delivery of telephony, Internet and TV – quickly is becoming a reality, enabled by the evolved version of WCDMA with HSDPA.

*Ericsson is shaping the future of Mobile and Broadband Internet communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the world.*

Read more at <http://www.ericsson.com/press>

### **FOR FURTHER INFORMATION, PLEASE CONTACT**

Rob Elston, Ericsson Corporate Communications  
Phone: +1 972 583 0982; Email: [pressrelations@ericsson.com](mailto:pressrelations@ericsson.com)

Kristina Arnold, GolinHarris  
Phone: +1 972 308 9113; Email: [karnold@golinharris.com](mailto:karnold@golinharris.com)