

## **Ericsson to outline the future of the broadband business**

### **Broadband World Forum Europe 2005, October 3-6, Madrid, Spain**

During a series of activities at the Broadband World Forum in Madrid, Ericsson will address the latest broadband technologies and the deployment of new solutions based in broadband networks.

Conference topics include technical challenges – such as legacy infrastructure evolution and interoperability issues – and the impact of convergence on the industry.

As the leading telecom vendor Ericsson is well positioned to address high performance broadband to create a connected home; mobilize the enterprise, and implement triple play, facilitating the growing demand for IP TV, and the evolution to all-IP networks.

**When:** October 3-6, 2005

**Where:** Palacio Municipal de Congresos, Madrid, Spain

**Media registration:**

[http://www.iec.org/events/2005/bbwf/press/press\\_reg.html](http://www.iec.org/events/2005/bbwf/press/press_reg.html)

### **MEDIA BRIEFING OPPORTUNITIES**

We are able to offer one-to-one briefings on the following topics and on selected topics upon your request:

- High performance broadband
- Mobile broadband
- Broadband-connected home
- Mobilizing the enterprise
- Fixed/mobile convergence

If you would like to arrange a briefing, please contact:

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## **ERICSSON'S SPEAKERS**

As part of the conference program, Ericsson will participate in the following sessions:

### **Tuesday, October 4, 10:00-11:30 Plenary Panel**

3G Mobile Broadband: Accelerating the broadband business

*Chairperson: Ulf Wahlberg, Vicepresident Ericsson Research*

### **Tuesday, October 4, 15:45-17:15**

The challenge of ubiquitous broadband

*Speaker: Peter Linder, Technical Director Wireline, Ericsson*

### **Wednesday, October 5, 11:45-13:15**

FTTx Technologies

*Chairperson: Björn Odenhammar, Director, Product Management Ethernet Access, Ericsson*

### **Wednesday, October 5, 15:45-17:15**

Triple-play case studies and business models

*Chairperson: Karl Thedeén, Vicepresident Wireline, Ericsson*

For more information about the conference, please refer to the agenda at <http://www.iec.org/events/2005/bbwf/>

## **ERICSSON'S PRESENCE IN THE EXHIBITION AREA**

In the exhibition area, Ericsson will show how operators can drive revenue with Ericsson's residential and enterprise broadband access solutions for the connected home and the networked enterprise. Demonstrations include, among others, Triple-play, Engine Multimedia and IP Service Engine, enabling consumers to choose, change and pay for services in a flexible way.

*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/>

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

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