

## **Ericsson makes applications come alive**

**The world of telecom is changing fast, mostly because of the mobile phone. People want to download mobile applications that mirror their personality and that are useful in their daily lives and work environments. They want to access social network sites and media content on their mobile phones, and they want to do it now. Ericsson is taking part in this growing trend with its consumer and business applications – an extensive portfolio of creative and intuitive applications to help operators meet the needs of their users, today, and in the future.**

### **A changing environment**

The telecoms industry is facing a number of challenges, which could turn into opportunities for operators who dare to think in a new way. Voice revenues are predicted to flatten out and operators are being forced to look into new ways to expand their business. At the same time, new players are entering the market; the internet, device and telecom industries are becoming more and more intertwined and it has become more important than ever to have an interesting application offering to attract and retain customers.

To continue to thrive, operators need to defend their market position, continue to keep a close relationship with their customers and strengthen their role as a service provider. Ericsson believes that to achieve these goals, operators have to provide applications that make good and sustainable business.

Ericsson wants to help operators move away from only 'evolving' their existing services to providing consumers with something that is fresh and unique; something people will find useful in their daily lives.

Ericsson believes this can be achieved in two ways: The first is to launch new applications that will contribute to the consumer's lifestyle and work environment. The other is to make use of operators' existing assets to create customized applications that can be attractive to both new and specific audiences. For example, location-based information can be repackaged into new business models to address insurance and security companies. Ericsson believes there are endless ways to combine existing services to create new revenue streams for operators.

### **Ericsson has the solutions**

Ericsson believes applications should not only be useful and make people's lives easier whatever they are doing, but that they should also be intuitive, require little configuration and work or 'come alive' from day one.

Ericsson's applications were not built in a day. They are a result of years of consumer research and close collaboration with operators. Based on that knowledge, Ericsson has grouped its applications into four categories: consumer applications, digital media, information and security applications and business applications.

## Consumer applications

With its consumer applications, Ericsson is taking social networking and communication to the next level – the mobile phone. Operators already have a number of attractive services that, when combined, can create exciting social environments for the end users. Ericsson can help to evolve and tie together already successful voice and messaging services with new and innovative social network applications.

*By 2012, almost 1 billion users are expected to access mobile social networks through mobile phones, and social networks/user-generated content revenues are expected to grow from today's USD 50 billion to USD 100 billion (source: Global Multimedia Report IDC, April 2008).*

The consumer application offering allows operators to build rich and easy-to-use mobile environments where people can meet, share experiences and feel closeness to family and friends through messaging, blogging, pictures, audio and video. Their contacts are always up-to-date and are stored in a secure way.

The combination of enriched communication, ease-of-use and personalization is key to capturing the growing need for services that enhance day-to-day communication and interaction among people.

Ericsson's consumer applications help operators secure loyalty among existing subscribers, discover new revenue streams and increase traffic in their networks by bringing people together and giving them attractive applications to communicate with one another in innovative ways.

## Digital media

Consumers are becoming increasingly engaged with media. They want to interact with it and express themselves through it, and they want the tools to do so. The mobile phone is the perfect media channel because it provides interactive content on the go. Ericsson's digital media applications take advantage of the mobile phone's unique characteristics by offering fun, interactive and easy-to-use applications that combine images, music, video and TV.

*Total spending on mobile media services by consumers and advertisers will grow to more than USD 102 billion in 2012 from about USD 47 billion in 2007 (source: Strategy Analytics).*

Ericsson's digital media applications allow operators to strengthen their brand among young people, tap into new media revenue streams, such as mobile advertising, and get a fast return on investment through service and content revenue fees.

## Information and security applications

Ericsson's information and security applications are about helping people in need, from saving a person's life to warning people in a specific area of an upcoming storm or wild fire. The offering is also about helping people in their daily lives, from finding a restaurant to locating their children's whereabouts.

There are countless of opportunities when it comes to location-based services, and Ericsson helps operators customize services for the individual user to make life easier and safer whether they are at home or on the go. There are also location-based services for small enterprises to monitor and organize their workforce.

The location-based services allow operators to reach mass-market uptake from day one because they can be accessed on any handset.

## Business applications

*Operator service revenues from business customers are expected to grow continuously, from 30 percent today to 50 percent by 2013 (Source: AB Research)*

Business communication is entering into a new, exciting era of IP-based multimedia and collaboration services to increase the efficiency of companies and individual business users.

Ericsson's business applications support operators to market services that align with the latest communications

trends concerning unified communication, business communities, mobile office and integration of communication in business processes.

By providing companies with applications that can help them control their communications costs, increase employee efficiency and stimulate work in virtual teams, operators can significantly increase their share of the enterprise budget and improve their business customers' loyalty.

### **How to make applications come alive**

Ericsson believes it is uniquely positioned to help take operators into the future thanks to its mobile DNA, deep understanding of consumer needs and extensive technical know-how.

Not only does the company offer a broad portfolio of applications that meet the needs of mobile users; it also has a solid go-to-market strategy thanks to its experience of helping many operators, many of them among the world's largest, with the commercial aspects of launching a service. With its offices around the world, Ericsson can make things happen for operators on a global scale.

By providing the necessary technical resources and experience needed to succeed, Ericsson also ensures that the service works before it is launched,

Ericsson believes that by making applications 'come alive' it can also make operators' businesses 'come alive', making them the preferred choice among their end users, today, and in the future.

### **Notes to editors:**

Ericsson's standard multimedia content is available at the broadcast room:

[www.ericsson.com/broadcast\\_room](http://www.ericsson.com/broadcast_room)

*Ericsson is the world's leading provider of technology and services to telecom operators. The market leader in 2G and 3G mobile technologies, Ericsson supplies communications services and manages networks that serve more than 250 million subscribers. The company's portfolio comprises mobile and fixed network infrastructure, and broadband and multimedia solutions for operators, enterprises and developers. The Sony Ericsson joint venture provides consumers with feature-rich personal mobile devices.*

*Ericsson is advancing its vision of 'communication for all' through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 70,000 employees generated revenue of USD 27 billion (SEK 209 billion) in 2008. Founded in 1876 and headquartered in Stockholm, Sweden, Ericsson is listed on OMX Nordic Exchange Stockholm and NASDAQ.*

*For more information, visit [www.ericsson.com](http://www.ericsson.com) or [www.ericsson.mobi](http://www.ericsson.mobi)*

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

Ericsson Corporate Public & Media Relations

Phone: +46 10 719 69 92

E-mail: [press.relations@ericsson.com](mailto:press.relations@ericsson.com)