
WHAT IS ERICSSON RESPONSE?

Ericsson Response is a volunteer initiative that deploys employees and emergency communication equipment to support the partnering aid agencies in times of disaster.

Ericsson Response was founded in April 2000 at the request of company employees who wanted to use their experience and skills in disaster relief situations on a voluntary basis. Since then hundreds of Ericsson employees from all over the world have volunteered, been trained and deployed in various disaster relief operations.

Over the decade Ericsson Response has supported **40** different relief efforts in more than **30** countries.

About **140** Ericsson volunteers use their technical and project skills to deploy emergency communications systems, to support aid agencies workers in disaster relief and humanitarian efforts on the ground.

The main service that the Ericsson Response team provides is to set up mobile networks for voice and data communication as well as distribute mobile phones to the workers of the aid agencies, which its partner agencies can then use in co-ordinating their work and fulfilling their mandates.

Ericsson Response also assists with other communications technology and IS/IT issues where requested by its partners as seconded resources.

Ericsson Response was also part of the relief effort following the huge earthquake in Haiti on January 12, 2010. A portable container-based GSM network, hosted by OCHA (Office for the Coordination of Humanitarian Affairs), was deployed following a request from the United Nations (UN) to supply several of the UN organizations with telecommunications and ICT support.

The effort was one of the biggest in the history of the initiative so far, with **18** volunteers working in shifts for **six months** to cover communication in the 40 sq km area, incorporating the capital Port-au-Prince. An average of **3000** calls was made every day by the aid workers on the ground.

In September 2011 Ericsson Response and Singapore Telecommunications Limited (SingTel) initiated a partnership where SingTel is to provide satellite connection for the emergency communications service to support disaster relief efforts in South and Southeast Asia through Ericsson Response. This is a world's first operator partnership for Ericsson Response.





Ericsson is the world's leading provider of technology and services to telecom operators. Ericsson is the leader in 2G, 3G and 4G mobile technologies, and provides support for networks with over 2 billion subscribers and has the leading position in managed services. The company's portfolio comprises mobile and fixed network infrastructure, telecom services, software, broadband and multimedia solutions for operators, enterprises and the media industry. The Sony Ericsson and ST-Ericsson joint ventures provide consumers with feature-rich personal mobile devices.

Ericsson is advancing its vision of being the "prime driver in an all-communicating world" through innovation, technology, and sustainable business solutions. Working in 180 countries, more than 90,000 employees generated revenue of SEK 203.3 billion (USD 28.2 billion) in 2010. Founded in 1876 with the headquarters in Stockholm, Sweden, Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ New York.

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