

## **Ericsson wins e-Legacy award, confirming its leadership in environmental performance**

**Ericsson has won the 'Investment in the environment' award in the e-Legacy Awards for 2008, run by UK magazine Electronics Product Design. At an event in London on September 11th, Ericsson Power Modules marketing director Patrick Le Fèvre accepted the award from event sponsor Intersil's Shlomo Manheim.**

The e-Legacy Awards are a defiant response to reports about the 'wasteful, power-hungry' electronics industry. Says editor Caroline Hayes, "I see so many positive things that electronics companies do, that I wanted a vehicle to show this and to demonstrate how we can create a lasting legacy for future generations." The awards' categories were unusual in that they asked readers to vote on projects and initiatives that contribute to education, the environment, health and safety.

The sponsors selected the finalists in each category but, explains Hayes, "Electronic Product Design's readers voted in their thousands (for the winners) for these awards", adding, "The volume of entries and the quality received, means that all the e-Legacy finalists should be rightly proud of the projects that brought them to the Awards lunch."

In winning the award, Ericsson was judged to have been the best company in meeting the e-Legacy Investment in the environment award brief, which states:

"Projects or buildings that are environmentally-responsible are eligible for this award. Large or small-scale projects that demonstrate a commitment to an environmental program, promoting a responsible approach to developing the electronics industry are invited. Such programs can be well-established, demonstrating foresight while building a business, or new initiatives in response to recent legislation or directives or local conditions. Local, national or international schemes that promote environmental responsibility to customers, employees and/or the surrounding community are encouraged."

Today, Ericsson and its division Power Modules remains at the forefront of low-energy technology developments and continues to focus on two key objectives—developing products that are energy-efficient throughout the entire life-cycle and refining a methodology for measuring system-level energy consumption. To analyze the environmental impact of any product or service, the company employs Life-Cycle Assessment (LCA) and has possibly the most advanced data system in the industry. Because CO2 emissions directly relate to fossil energy use, LCA uses this metric to evaluate energy use, stage-by-stage, in generic telecom/datacom systems.

Le Fèvre says: "This is the second award that we have won recently that is focused on the environment. We are very pleased to accept this award. Once again, it is clear industry recognition of Ericsson's leadership in environmental performance."

Elaine Weidman, Director Corporate Responsibility at Ericsson, says: "Ericsson's life-cycle approach to understanding the environmental impact of our products and solutions is one of the cornerstones of our commitment to sustainable business, and it helps us to prioritize the most important areas for improvement activities. We are proud to be recognized for this effort with regards to Power Modules."

**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 195 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 27.9 billion (SEK 188 billion) in 2007. Founded in 1876 and headquartered in Stockholm, Sweden, Ericsson is listed on the Stockholm and NASDAQ stock exchanges.*

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

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**About Ericsson Power Modules**

Ericsson Power Modules is a supplier of world-class DC/DC power modules for distributed power architectures. With its global design, development, manufacturing and sales network Ericsson Power Modules is a leading supplier of power solutions to meet the customer demand for high performance.

**About EPD**

Electronic Product Design Magazine was launched in 1980 and is the UK's best read monthly electronics design magazine. The magazine's annual e-Legacy awards are designed to celebrate the value of electronics and electronics companies and how they can build a better future today.

For additional information on the 2008 e-Legacy awards, please visit

[www.epdonthenet.net/awards.aspx](http://www.epdonthenet.net/awards.aspx). For additional information on Electronic Product Design Magazine, please visit <http://www.epdonthenet.net/>.