

## **Ericsson awarded for its digital DC/DC converter in China, confirming worldwide success**

**Ericsson Power Modules has received an award from Electronic Products China magazine for its BMR453 DC/DC converter. For the third time, an electronics media award highlights the product's contribution to improving energy efficiency and unprecedented levels of control via a digital platform.**

Presented annually, Electronic Products China's 'Product of the Year' award is given to products that show significant progress in technology, innovative design or offer distinct price/performance improvements compared to competing devices. In an industry first, Ericsson's BMR453 series of DC/DC converters uses a digital control platform contained within the modules themselves. By integrating more into the control circuitry, the concept frees up real estate for greatly improving the power density, simultaneously offering unprecedented levels of control.

With 96 percent improved efficiency, the BMR453 offers up to 400W output power or up to 33A with  $\pm 2$  percent accuracy. At that level of accuracy, the best module commercially available offers just 300W output power. Ericsson's BMR453 offers 33 percent more power in the same package size.

"Our editors evaluated hundreds of products launched in 2008 in China on the basis of innovative design, significant advancement in technology or application and substantial achievement in price and performance," said Karen Cui, executive editor-in-chief, Electronic Products China. "Ericsson Power Modules' BMR453 clearly demonstrated success in its category, and is very deserving of this award."

"Following on from the Electronic Products (US) 'Product of the Year' award that rewarded the BMR453 in the USA, winning the Chinese version of the Electronic Products award - and as finalist in other awards yet to be announced - it is a strong sign that the digital power technology introduced by Ericsson is recognized worldwide as leading edge technology to power ICT applications," said Patrick Le Fèvre - Marketing and communication director at Ericsson Power Modules. "It is with much pride and recognition that we receive this award for such an innovative product, one that will contribute to reduce energy consumption, and at the end of the chain, CO<sub>2</sub> emissions."

The 2008 Product of the Year Awards were announced in the March 2008 issue of Electronic Products China and the website with a brief description of each product. 2008 marks the 2nd anniversary of Electronic Products China's 'Product of the Year' awards, which will continue to recognize the best products in the industry in the future.

The awards from Electronic Products China and Electronic Products (US) follow on from other awards made to Ericsson during 2008 by Electronic Product Design (E-Legacy award for investment in the environment), and the top 10 DC/DC award from Electronic Products China magazine. Ericsson was also a finalist in the Electronics Weekly 'Elektra Awards' for 2008, an award that it won in 2007.

**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 <http://www.ericsson.com> or [www.ericsson.mobi](http://www.ericsson.mobi)

**FOR FURTHER INFORMATION, PLEASE CONTACT**

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Reference: E0115(A)

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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.

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The 2008 Electronic Products China - Product of the Year Awards:

<http://www.21ic.com/awards2009.htm>