

Ericsson takes prestigious Electronic Product award for its BMR453 DC/DC converter

Ericsson Power Modules' BMR453 series of digital DC/DC converters has received a 2008 'Product of the Year' award from Electronic Products magazine, reflecting the company's expertise and commitment to energy efficiency.

The 2008 Product of the Year Awards were announced in the January 2009 issue of Electronic Products. 2008 marks the 33rd annual Electronic Products' 'Product of the Year' Awards, which began recognizing the best products in the industry in 1977.

The editors of Electronic Products - a leading trade publication for electronic design engineers - evaluated thousands of products launched in 2008. The winning products are selected on the basis of innovative design, significant advancement in technology or application and substantial achievement in price and performance.

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 efficiency, the BMR453 offers up to 400W output power or up to 33A with ± 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.

Patrick Le Fèvre, Ericsson Power Modules Marketing Director, said: "It is with great pride that Ericsson Power Modules receives this prestigious award. It is the result of a true team effort by our marketers and research and development scientists to produce a product that places Ericsson as a technology leader, driving innovation in board mounted products that contribute to lower energy consumption, resulting in lower CO2 emissions."

"Electronic Products Magazine Product of the Year winners should be particularly proud because of the rigorous selection process we use," notes Editorial Director Murray Slovick. "It is somewhat akin to a doctoral dissertation defense, except here instead of defending a thesis the nominating editor must defend each product against the arguments of his or her colleagues, all of whom are trying hard to find flaws in the product's performance."

The award from Electronic Products follows 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

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 OMX Nordic Exchange Stockholm and NASDAQ.

For more information, visit www.ericsson.com or 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 Electronic Products and Hearst Electronics Group:

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The 2008 Product of the Year Awards

<http://www2.electronicproducts.com/productyear.aspx>