

Mobilizing TV at Milia - media roundtable

Ericsson cordially invites you to a media roundtable on the theme of "Mobilizing TV – Media at hand" on April 14 at the Milia event in Cannes. The main speaker will be Kurt Sillén, Vice President and Head of Ericsson Mobility World.

The one-hour media roundtable starts at 2.30 pm at the Majestic Hotel, room Biarritz II. To register, please contact your local Ericsson press representative or e-mail to press.relations@ericsson.com, no later than April 8, 2005.

For the third year in a row Ericsson will attend Milia, the global forum for cross-media entertainment. With wide experience in successful mobile network services, Ericsson is the bridge between the TV industry and mobile operators, assisting them to develop attractive, end-to-end mobile TV solutions.

At Milia this year, Palais de Festival, Level 3, Ericsson will demonstrate its capabilities in handling the complex mobile TV business environment:

- Mobile TV – a show case with the latest application for mobile TV.
- M-USE – a white-label mobile-music service that delivers personalized music content, including music TV clips, ring-tones, full-length tracks and more to consumers.
- Personal greeting service – a ring-back tone allowing the user to predefine songs from TV instead of using ordinary ring-back tones.
- Video Telephony – video calls, streaming TV videos, circuit-switched and packet-switched streaming.
- Payment services – IPX (Internet Payment eXchange) allows operators and the media industry to substantially reduce capital and operational expenditures and gives the media industry global reach.

Ericsson is shaping the future of Mobile and Broadband Internet communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the world.

Read more at <http://www.ericsson.com/press>

FOR FURTHER INFORMATION, PLEASE CONTACT

Josephine Edwall-Björklund
Ericsson Group Function Communications
Phone: +46 8 719 6992
E-mail: press.relations@ericsson.com

To find more information about Milia please visit: <http://www.milia.com>