



# Ericsson Business **INNOVATION** Forum

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Senior Vice President and  
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# Decade of Technology Disruptions



Mobile Broadband – from niche to mass market

# Ericsson Silicon Valley Technology

## Position

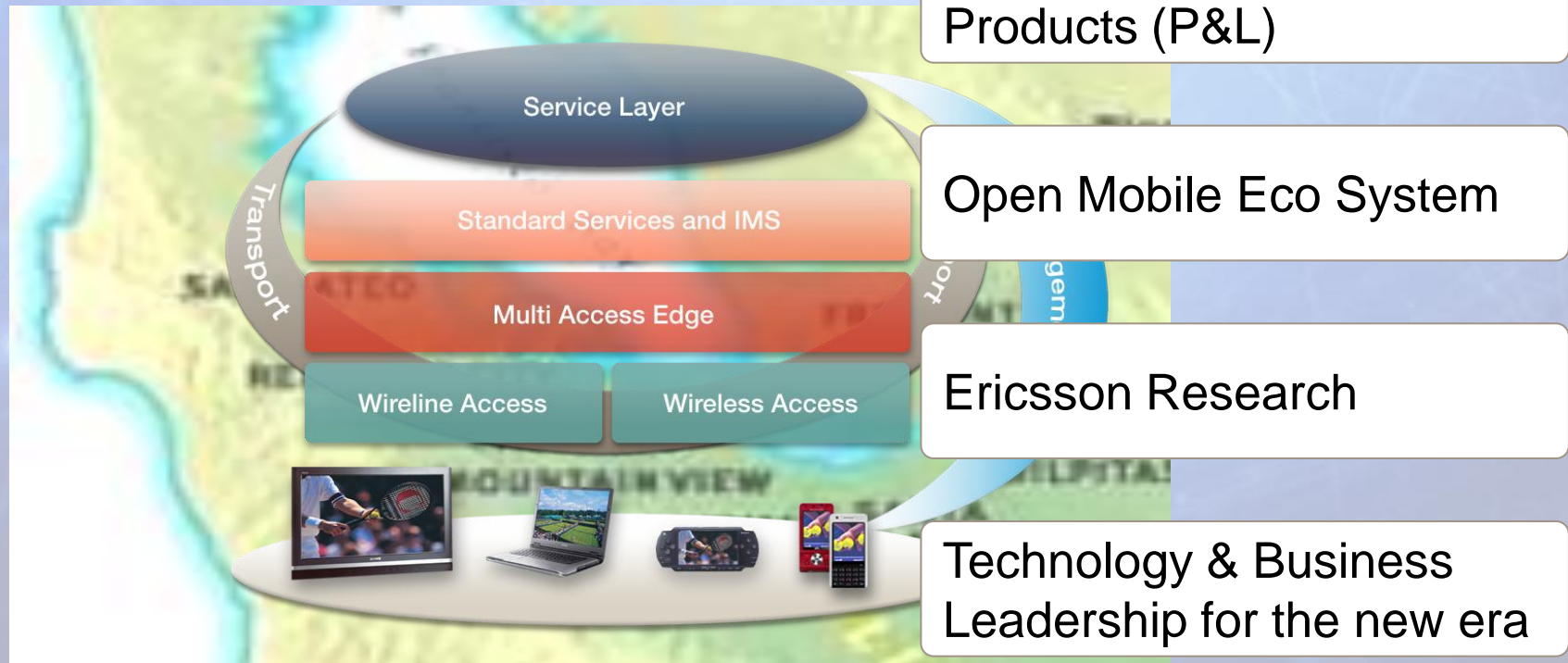
- Ericsson is
  - Infrastructure Provider
  - Chipset provider for Devices
- Ecosystem needs
  - Applications, Devices, Developers ...



Ericsson Complements Silicon Valley Companies in Ecosystem

# Ericsson Silicon Valley

Campus for Next Generation Ecosystem



Ericsson Complements the Companies in the Valley

# Ericsson Silicon Valley Technology

Valley Leaders and Ericsson



Ericsson Leadership  
Mobile Communication

**Silicon Valley  
Leadership in Internet**

**Full Service  
Broadband IP and  
Open Applications**

## Key Initiatives

- |           |  |
|-----------|--|
| 1. Google | Android + HSPA on Campus                           |
| 2. Intel  | Mobile Internet Device (MID) with Ericsson Modules |
| 3. SUN    | Developer Ecosystem (Zembly) & Java Technology     |
| 4. HP     | Modules for Laptops                                |

Strategic Discussion around applications, Open API, mobile broadband

# Ericsson Silicon Valley Technology Venture

Capitalists, Startups and Ericsson



Ericsson Leadership  
Mobile Communication

Silicon Valley  
Leadership in Internet

Full Service  
Broadband IP and  
Open Applications

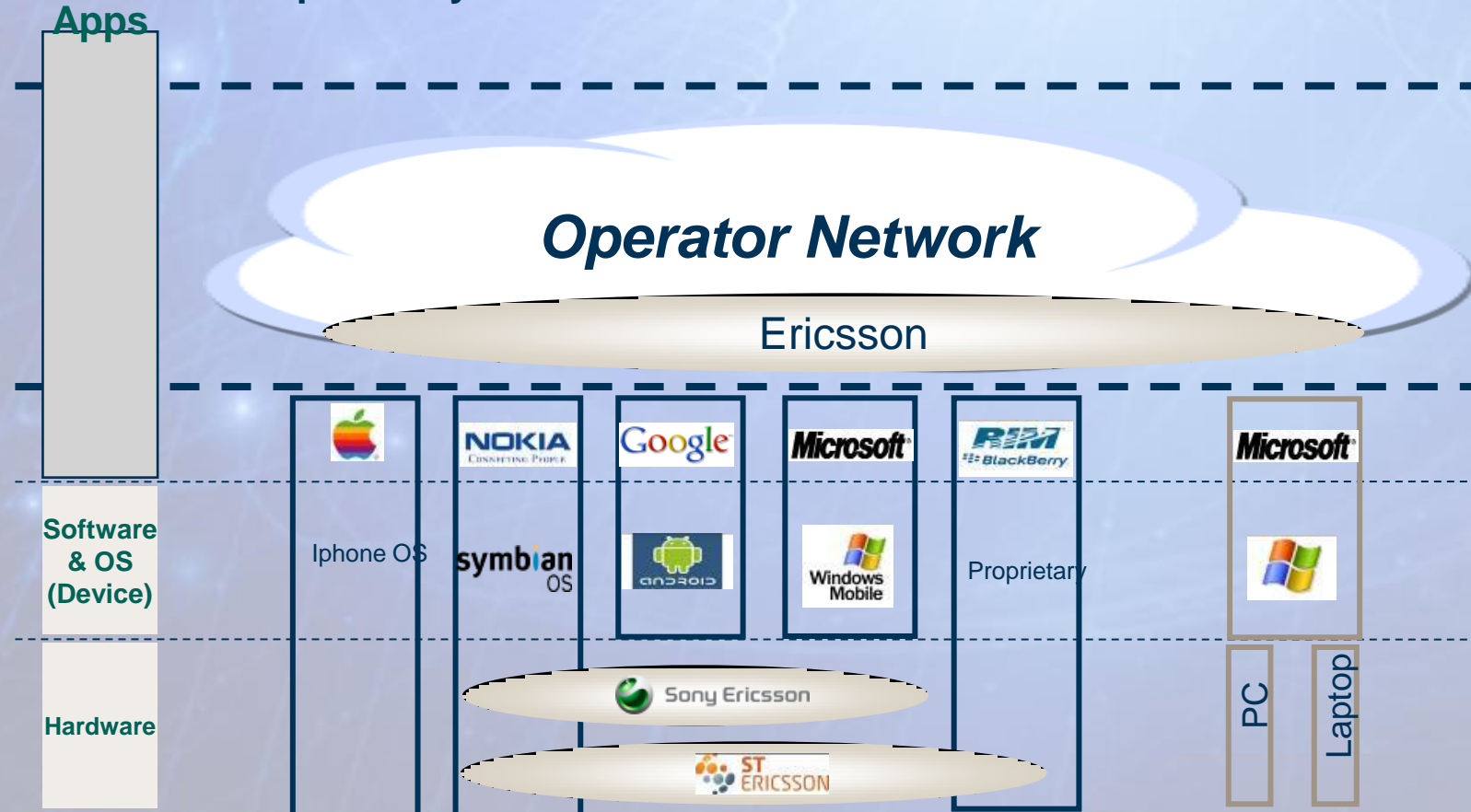
## Key Initiatives

1. Create Relationships to drive ecosystem companies
2. Evaluate Startups in Multimedia and IP

Strategic Discussion around applications, IP, mobile broadband

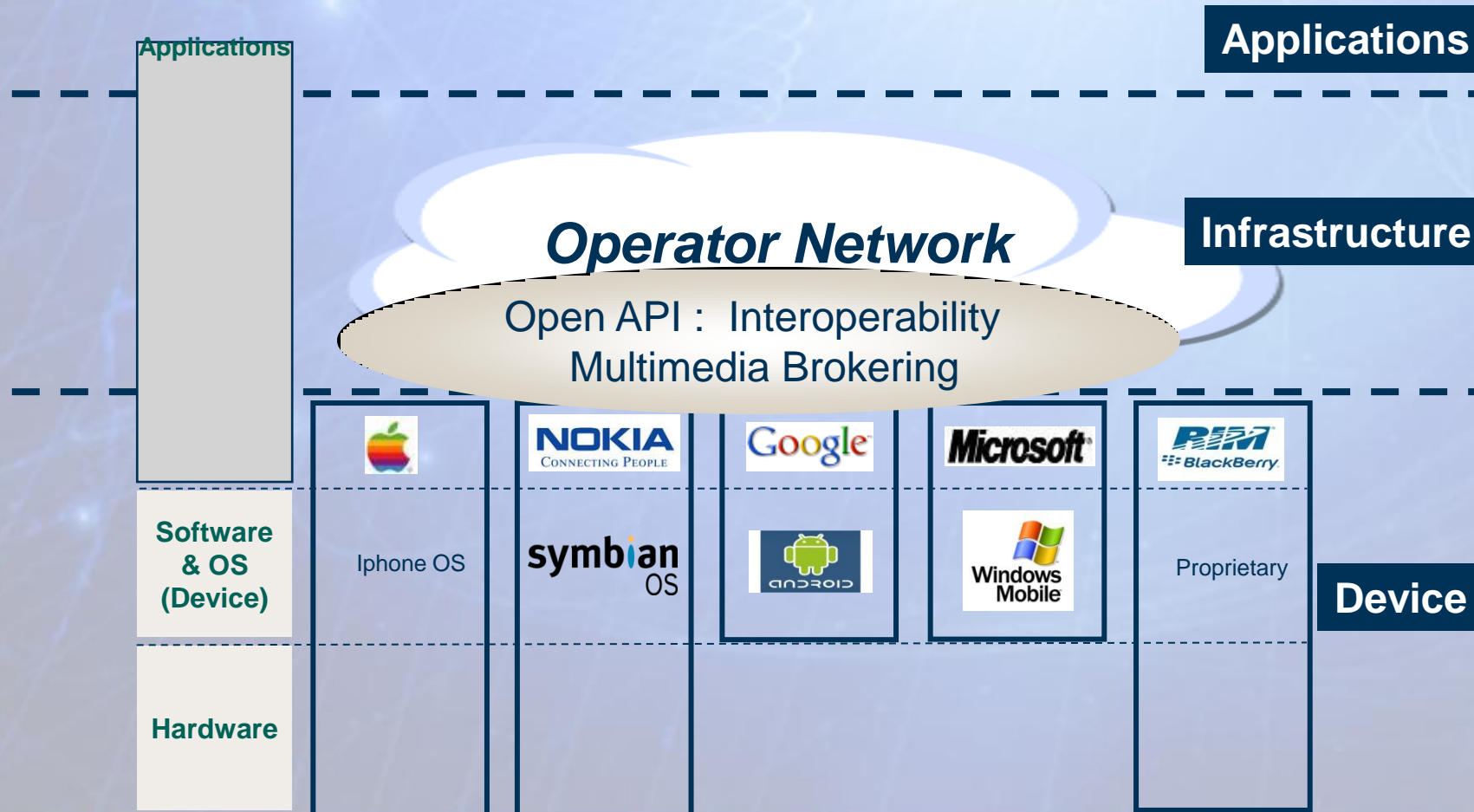
# Open Mobile Eco System

Mobile Verticals without Interoperability



Application Convergence Required across Verticals

## Horizontalization needed



Horizontal API (Vendors+Operators+Ecosystem) needed for mass market

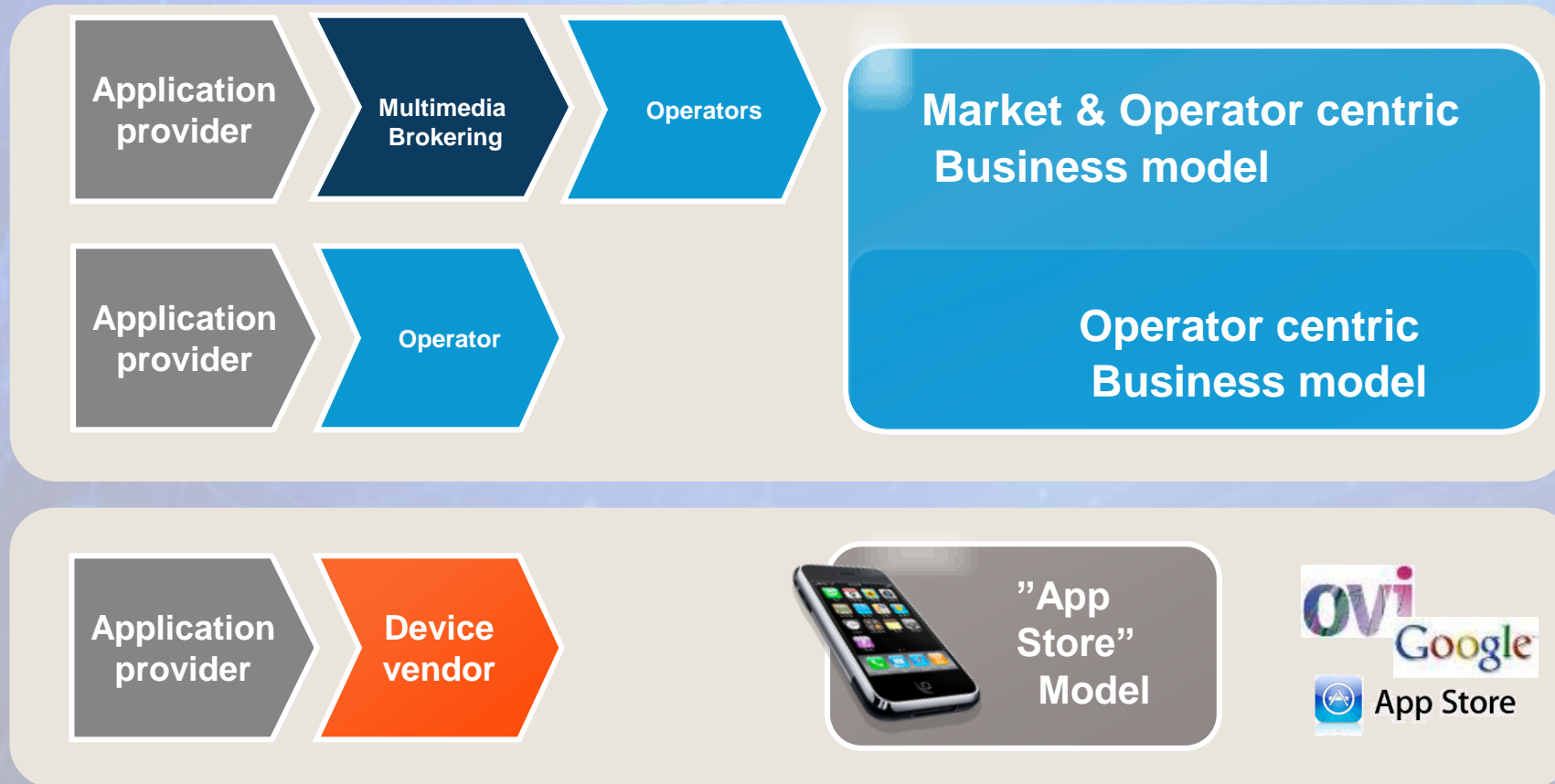
# Ericsson simplifies business

One stop global connection and collection



# Operator based App Stores

Monetize Network and Data assets



# Ericsson Application Store

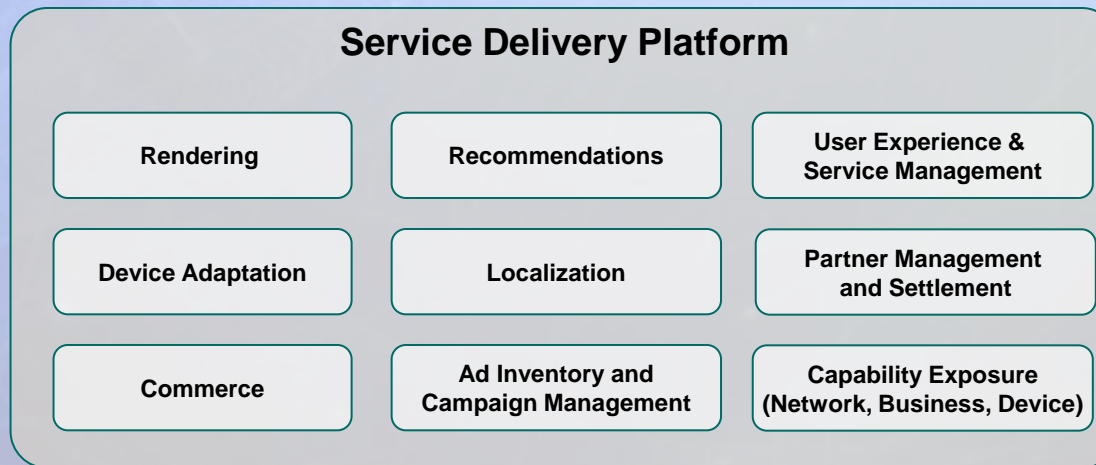
An operator controlled, standards based, multi-screen and multi-country/site ecosystem allowing consumers to explore and buy applications, widgets and mash-ups from a long-tail of 3rd party developers



*Applications*

*Widgets*

*Mash-ups*

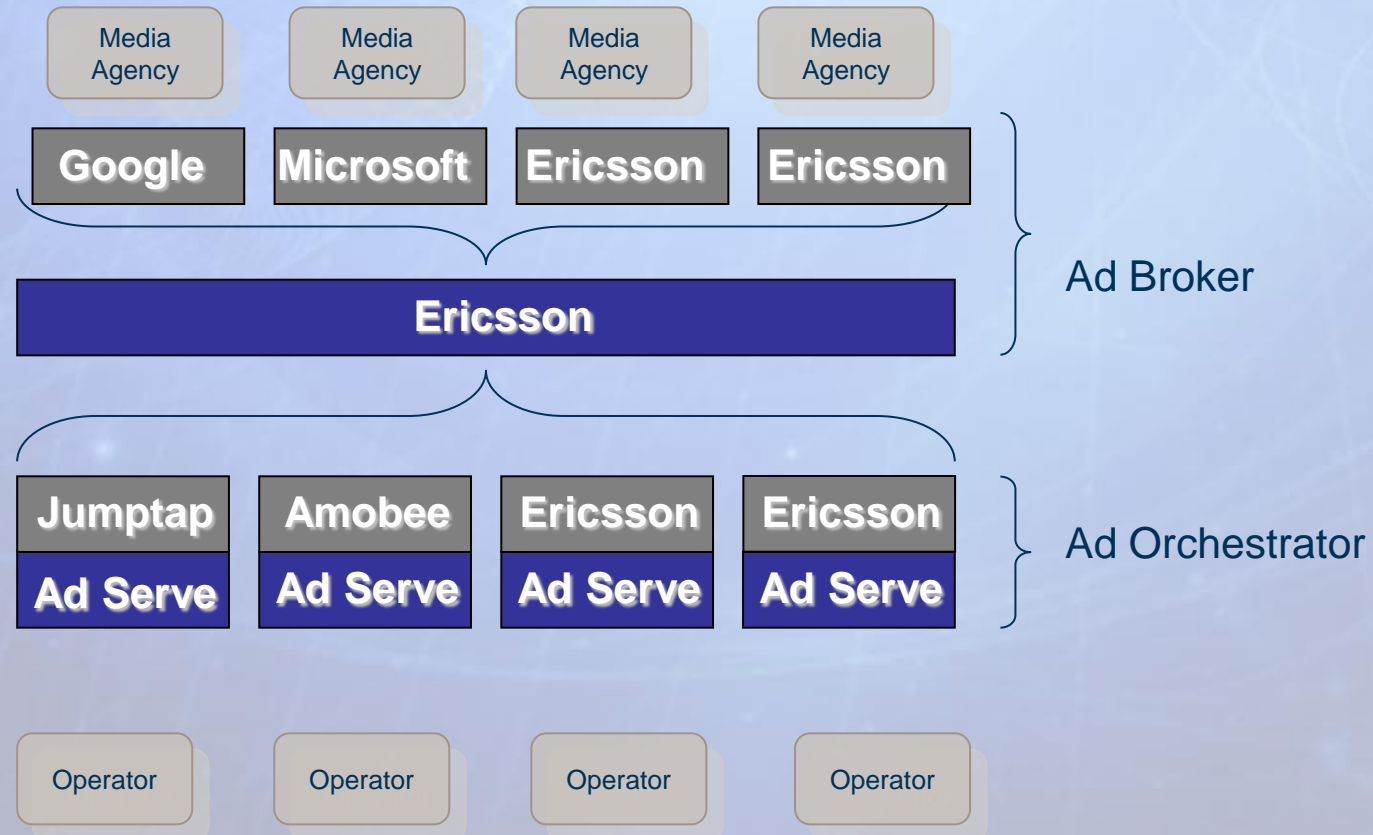


*Tools  
SDK  
API*






**Operator Network Enablers**

# Ericsson Ad Broker Strategy



# Consumer electronics is going mobile

Three waves of embedding mobile broadband

1	The notebook	2	The consumer PC	3	Consumer devices
	<ul style="list-style-type: none"><li>- Already here</li><li>- Bundled offerings with notebook and mobile broadband</li></ul>		<ul style="list-style-type: none"><li>- Netbooks</li><li>- Starts to happen now</li><li>- Will be sold like a mobile phone</li></ul>		<ul style="list-style-type: none"><li>- MIDs, navigation, gaming, cameras, car entertainment</li><li>- Early stages yet</li><li>- Start to see volumes 2009</li></ul>
					

2008 the tipping point – going from niche to mass market

# ST- Ericsson Joint Venture

The New Leading Chipset provider



Sony Ericsson

**SHARP**

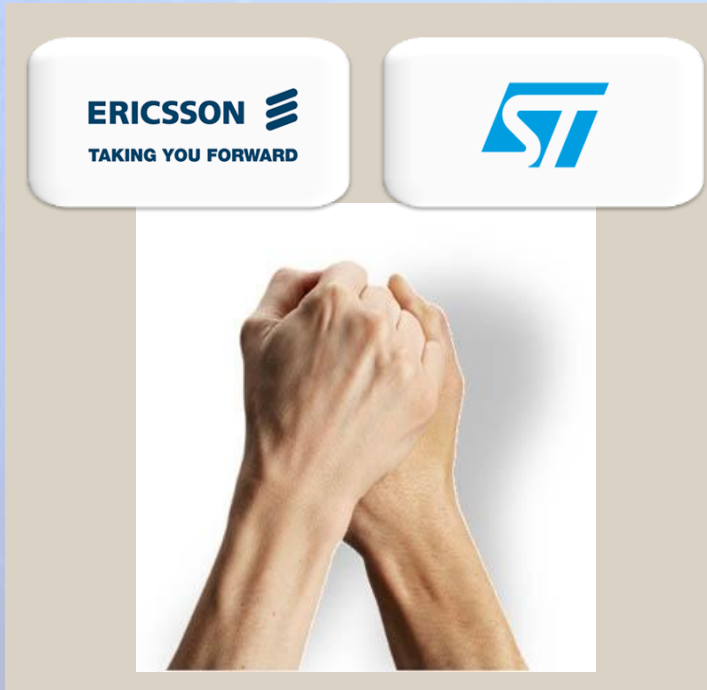


**TOSHIBA**

**DELL**



**lenovo**



**NOKIA**  
CONNECTING PEOPLE



# LTE Device Introduction



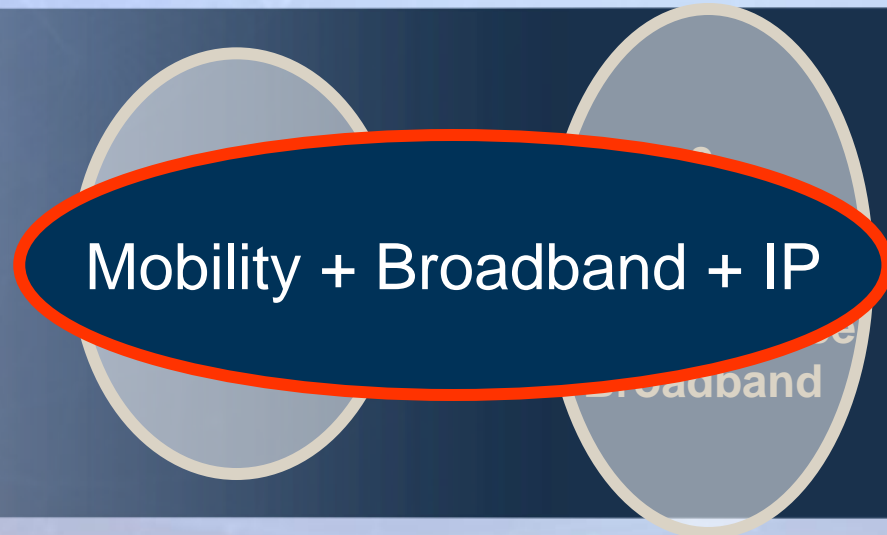
# The New Era: Mobility+Broadband+IP

A Converged All-IP world

We personalized communication...

... broadband

... and will do so with future  
media and TV

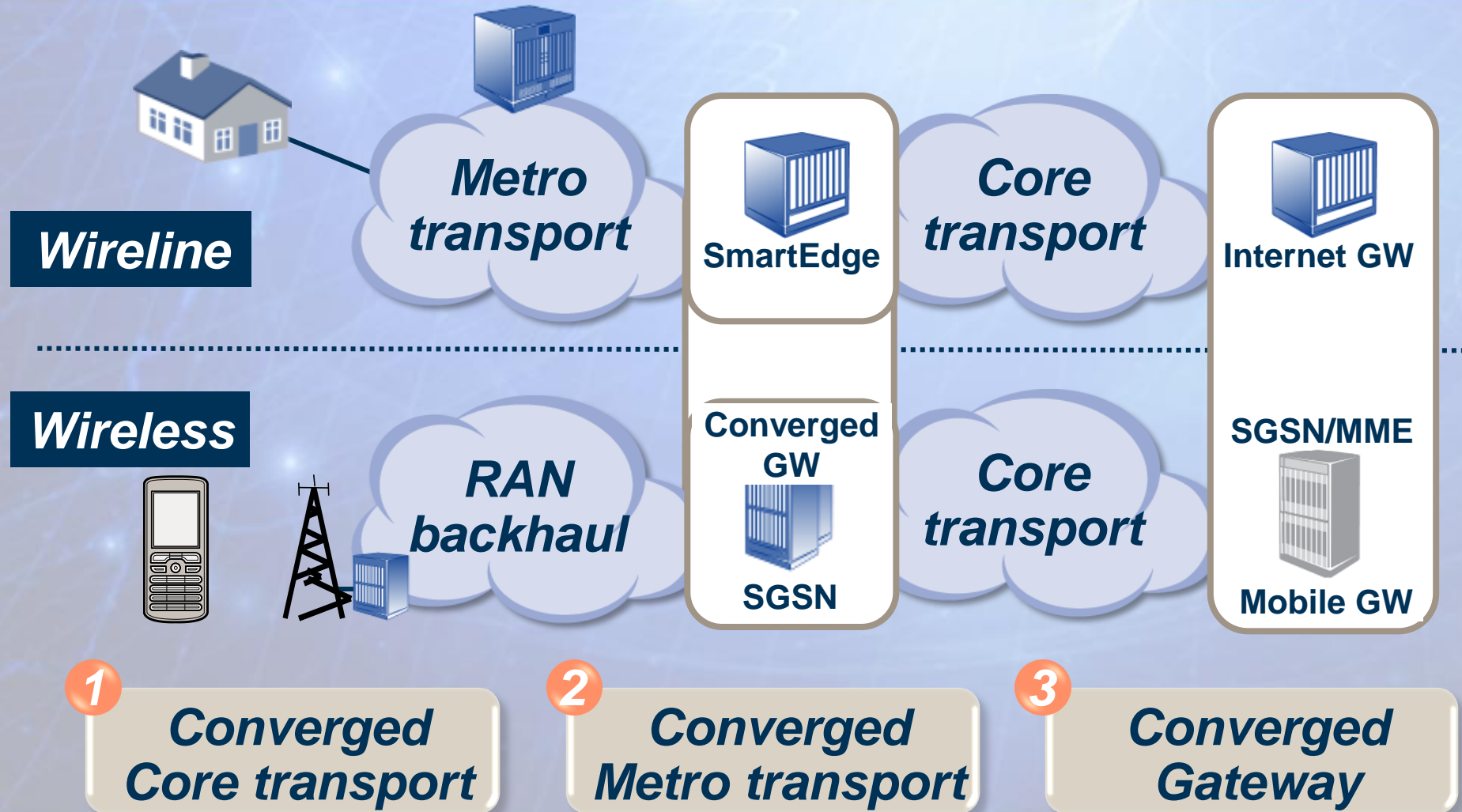


Internet changed Telecom, Mobility is changing Internet

# What does all this mean to telecom?

Network Convergence – Any to IP

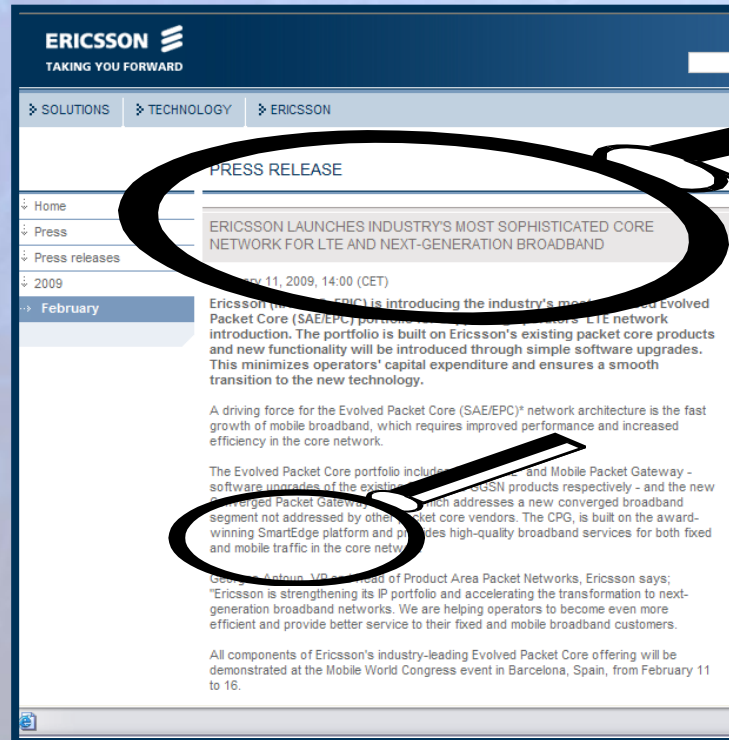
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# Converged Packet Gateway Launch

A path to Full Service Broadband

## World's Most Sophisticated Gateway



Any to IP Transformation



**Converged Edge Fixed & Wireless  
Best of Both worlds**

- LTE, GSM/WCDMA, CDMA
- Fixed MSER networks

**Mobility + Fixed throughput**

# Any-to-IP Architecture

Transformation to enable the Full Service Broadband IP vision

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**Wireline**

**Wireless**





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**ERICSSON**   
TAKING YOU FORWARD