



Ericsson Business **INNOVATION** Forum

Per Nordlöf
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Business Unit Networks

Our strategy stands firm

We personalized communication...

... broadband

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



1.
**Expand mobile
communication**

Fixed Telephony



2.
**Drive mobile
broadband**

Fixed Broadband

3.
**Lead network
transformation
to Full Service
Broadband**

Vision: 50 billion connections 2020

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Technology & Innovation

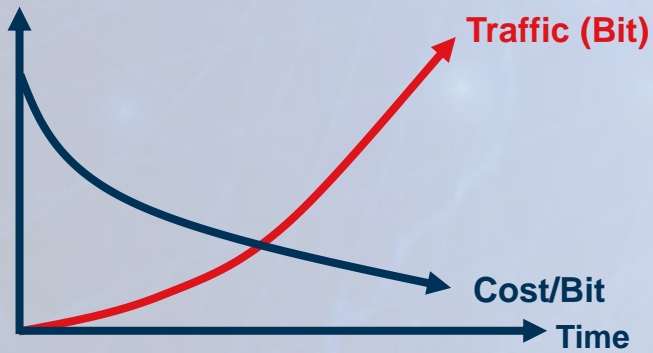
Mobile Broadband speed evolution

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Improving user experience and reducing costs

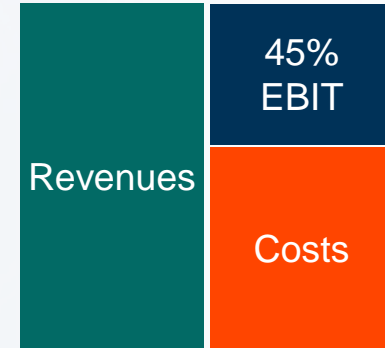
Business opportunity



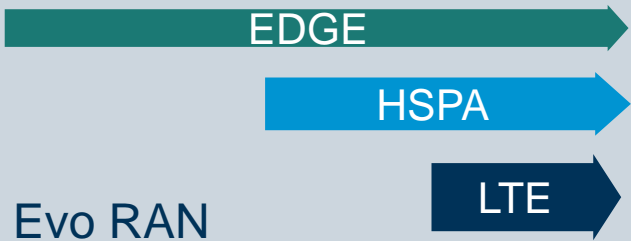
Eco-system



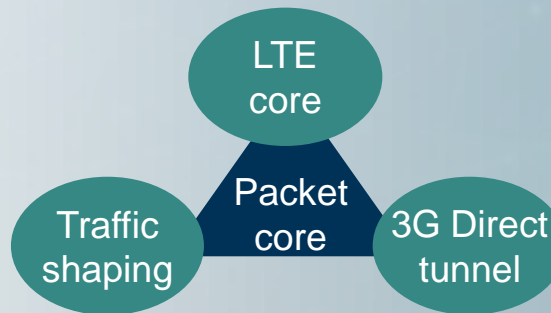
Good profit margin



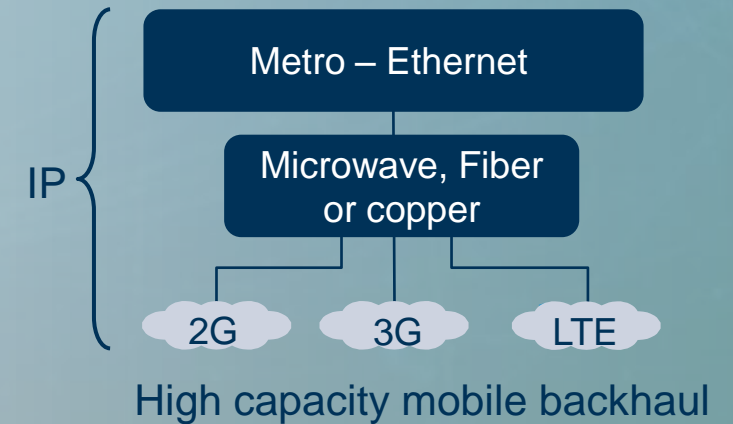
...based on 17 operator business cases



Efficient RAN evolution



Enhanced packet core



High capacity mobile backhaul

Mobile Broadband Modules

Ericsson strengths - Expanding business, shorter time to market

- Established relationships with leading operators world wide
 - Reaching new distribution channels faster, shorter time to market
- Simple business model
 - A complete solution, including hardware, software, support and IPR protection
- World leading radio competence
 - Unmatched performance and coverage
- First class ecosystem support



June 4:th, 2009: ERICSSON FREES NETBOOKS FROM DONGLES AND WIRES WITH NEW BROADBAND MODULE

Ericsson (NASDAQ: ERIC) today launched its latest mobile broadband module specifically designed for mini lap-tops, also known as netbooks, to give even greater freedom for the users. Pre-certified with many of the world's largest networks, the new module enables manufactures to quickly equip their netbooks with integrated wireless connectivity.

Erik Reid, Director of Marketing, Intel Mobile Platforms Group says:

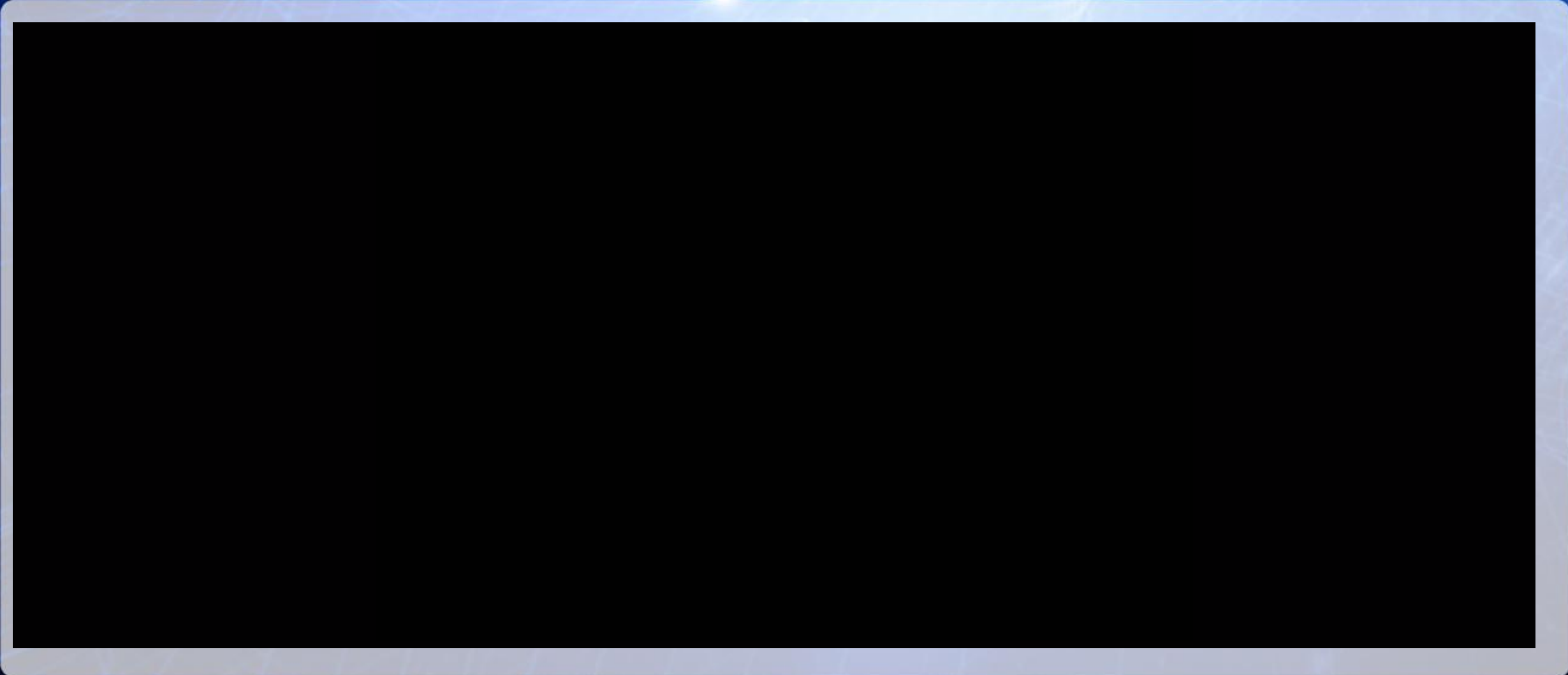
"Built-in mobile broadband helps provide the anytime, anywhere connectivity that consumers desire. By working closely with Ericsson, we are enabling manufacturers to address broader market needs at a faster time to market through new channels, such as mobile operators, with our next-generation netbook platform, Pine Trail-M."



Ericsson Tower Tube

- Awarded with Wall Street's "Technology Innovation Award" and nominated with Design-S
- Customized colors
- Accepted in the public environment
- Easier to find site locations
- Creates a landmark and an opportunity for branding





Wind Powered Ericsson Tower Tube



Uses renewable energy - not dependant on power grid



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