
ERICSSON'S CONNECTED BUS STOP AT FUTURECOM 2015

- Connected bus stop incorporates 3G, LTE or Wi-Fi small cells and provides public transport operators with an additional source of revenue
- Also supports commuters with real-time information about bus movements, interactive maps, local news and tourist information
- Other concepts and commercial offerings demonstrated at the event include Small Cell as a Service and Connected Traffic Cloud

At Futurecom, Latin America's largest ICT event, Ericsson (NASDAQ: ERIC) is demonstrating a [connected bus stop](#) concept that incorporates 3G, LTE or Wi-Fi small cells. The connected bus stop's small cell infrastructure will provide public transport operators with an additional source of revenue, as it can be leased to telecom operators as a means of densifying their networks. In addition to conventional consumer uses for mobile broadband, the connected bus stop will support functionality that is particularly useful for commuters.

With the Mobility-as-a-Service concept available at the bus stop, commuters can easily choose the best way to travel – by bus, metro or walking – based on real-time information. Citizens get attractive, convenient and affordable transport regardless of transport operator or mode; the city gets an enabler for sustainable, scalable and manageable transport services.

In the latest connected commuters report from ConsumerLab – Ericsson's behavioral research lab – 60% of commuters in Brazil state they do not use the bus more frequently as their preferred mode of transport due to delays. With the connected bus stop, citizens would be aware of delays, making for reduced wait time and increased productivity.

In dense urban environments, such as shopping, business, entertainment and financial districts, capacity is often stretched to the limit and many networks cannot consistently deliver high downlink speeds. The connected bus stop – based on Small Cell-as-a-Service launched by Ericsson in 2014 – alleviates this problem by creating a separate small cell access network that is integrated with telecom operators' transmission networks. Ericsson provides the technology and associated services in partnership with transport operators and local telecom network operators.

Jo Arne Lindstad, Vice President of Industry & Society, Ericsson Latin America, says: "Ericsson delivers and operates ICT infrastructure and services for road, rail and public transport based on our leading portfolio of telecommunications solutions and services. At Futurecom, we will demonstrate both concepts and commercial offerings that have the potential to improve public transport for both operators and consumers."

In addition to the connected bus stop concept, Ericsson will also demonstrate:

Smart Cities: In the Networked Society, where connectivity and technologies such as big data, cloud technology, smart grids, and the Internet of Things can enable the sustainable cities of the future.

Connected Traffic Cloud: Combines real-time data from connected cars with other sources to give road traffic authorities a more complete picture, and reach back to drivers and vehicles.

Ericsson Cloud System: The Ericsson HDS 8000 delivers a complete datacenter and cloud platform based on Intel® Rack Scale Architecture.

Ericsson Radio Kit: The new Ericsson Radio System is a modular approach to building and expanding mobile networks that introduces an entirely new system architecture.

Continuous Innovation in Field Services: Ericsson is finding ways to innovate in the area of field services. We are testing, and investing in the latest technologies on behalf of our customers in order to assure operational readiness and deliver reduced operating expenditures. We have the tools to enhance profitability and secure growth.

TV Anywhere: Ericsson MediaFirst brings the agility, innovation and economic benefits of modern cloud technologies and web services to Pay TV operators, representing a big leap forward in TV technology.

M-commerce: Sending, spending and receiving money with a mobile phone is fast becoming an essential part of life for billions of people.

Grundfos Water Dispenser: Grundfos and Ericsson are piloting a global solution that addresses some of the main challenges of providing clean water in the developing world.

Additionally, Ericsson will be part of several discussion panels at Futurecom 2015:

Tuesday, October 27

11:30 am – *International Premium Panel: Business Global Trends Based on ICT Industry*
Who: Mikael Backstrom, Vice President & Head of Sales & Global Business Management in Business Unit Support Solutions at Ericsson
Where: Brazil Room

3:10 pm – *Premium Panel: The Future of the Communications Sector in a Deep Transformation Scenario*

Who: Eduardo Ricotta, Vice President, Ericsson Latin America
Where: Brazil Room

5:10 pm – *Premium Panel: The IoT World Driving and Transforming the Connected Society generating Unprecedented Business Opportunities*

Who: Jesper Rhode, Head of Marketing, Ericsson Latin America
Where: Brazil Room

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5:20 pm – *Technology Applications Transforming Education in Brazil*

Who: Márcia Goraieb, Vice President of Communications and Sustainability, Ericsson Latin America

Where: Colombia Room

Wednesday, October 28

12:00 pm – *Intelligent Transport Systems*

Who: Jo Arne Lindstad, Vice President of Industry & Society, Ericsson Latin America

Where: Brazil Room

2:40 pm – *Digital Business: What are the Challenges and the Next Steps*

Who: Jesper Rhode, Head of Marketing, Ericsson Latin America

Where: Colombia Room

Thursday, October 29

10:10 am – *LTE & Optical Fibers: Transformations and Impacts on High Density Networks*

Who: Andrea Faustino, Head of Engagement Practice IP & Convergence, Ericsson Latin America

Where: Colombia Room

10:50 am – *Smart Cities Improving Quality of Life for Citizens*

Who: Alberto Rodrigues, Head of Engagement Networks, Ericsson Latin America

Where: Mexico Room



NOTES TO EDITORS

[Ericsson at Futurecom 2015](#)

[Transport press backgrounder](#)

[Volvo Bus Latin America and Ericsson sign partnership to foster urban mobility](#)

PRESS RELEASE
OCTOBER 21, 2015



Download high-resolution photos and broadcast-quality video at www.ericsson.com/press

Ericsson is the driving force behind the Networked Society – a world leader in communications technology and services. Our long-term relationships with every major telecom operator in the world allow people, business and society to fulfill their potential and create a more sustainable future.

Our services, software and infrastructure – especially in mobility, broadband and the cloud – are enabling the telecom industry and other sectors to do better business, increase efficiency, improve the user experience and capture new opportunities.

With approximately 115,000 professionals and customers in 180 countries, we combine global scale with technology and services leadership. We support networks that connect more than 2.5 billion subscribers. Forty percent of the world's mobile traffic is carried over Ericsson networks. And our investments in research and development ensure that our solutions – and our customers – stay in front.

Founded in 1876, Ericsson has its headquarters in Stockholm, Sweden. Net sales in 2014 were SEK 228.0 billion (USD 33.1 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York.

Ericsson has been present in Latin America since 1896, when the company established an agreement in Colombia and delivered equipment for the first time in the region. In the early 1900s, Ericsson increased its presence in Latin America by signing commercial deals in Argentina, Brazil and Mexico. Today, Ericsson is present in more than 50 countries within South America, Central America, Mexico and the Caribbean, which combined count the region as one of the few with complete Ericsson installations, including two Production Units, R&D Center and Training Center. Ericsson is the market leading telecom supplier, with over 40% market share in Latin America and more than 100 telecom service contracts in the region.

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