


contact

ERICSSON  PUBLICATION FOR EMPLOYEES WORLDWIDE

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Photo: THORD ANDERSSON

Internet well worth a telecom exhibition

ITU's telecom exhibitions has received a new member of its family. In September, the first Telecom Interactive was held, an expo focused on Internet, multimedia and other aspects of the new infocom industry. Ericsson was there, attracting a public that was somewhat new to the company.

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Owning a part of Ericsson

Joint owners of Ericsson

Ericsson's shareholders have backed the Board of Directors' proposal to offer convertible debentures to employees. Contact provides you with a timetable and other useful information about this chance to become a joint owner of the company.

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Risks and opportunities

What does the future hold in store for Ericsson? Both risks and opportunities, as the analysts we've spoken with will tell you.

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Cut-backs in private radio

In Lynchburg, Virginia, in the U.S., cut-backs are under way in the production of private radio systems. The majority of the employees will be offered positions in mobile phone production at the same factory.

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VACANCIES SEE PAGES 19-23

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"In a knowledge-based industry like ours, it is the employees – with their knowledge, experience and involvement – who are decisive in determining the future prospects of companies. This is particularly true in a company like Ericsson. Our opportunities for success are totally dependent on the ability of our employees to adapt quickly to the changes that are now rapidly changing the telecommunications field." This is how CEO Lars Ramqvist describes the underlying reasons why Ericsson is now offering its employees an opportunity to participate in the company's growth by subscribing for convertible debentures.

Ericsson – we are all part of it

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hat is why it is so important to recognize the efforts of individuals within the company. I am thinking not only of our designers and programmers or other groups who are regarded as 'superstars' of the information technology industry today, but of all our other employees – secretaries, sales and production personnel, project managers – all those who, in one way or another, are contributing to the company's development, day after day," Lars Ramqvist continues.

"Employee involvement is an important part of the strategy for the future"

"As far as the company is concerned, our offering of convertibles is designed to thank the employees for their efforts. The idea is simple: We think that personal participation in the company will increase individual involvement in the effort to realize the company's visions and strategies.

"Ericsson's employees are, as a rule, well-educated. As a result, our people are attractive to others in the market, especially to our competitors. We naturally want our employees to stay in the compa-

ny. This offering should also be viewed as a means of achieving that objective."

The convertibles are being offered to all persons who are employed on a full or part time basis in Ericsson on October 10. It makes no difference if the employee is about to retire or terminate his or her employment in the company.

If an employee should leave Ericsson after having purchased convertibles, he or she can retain them.

"But we naturally hope that all our employees will remain in the company over the long term," Lars Ramqvist emphasizes.

provided that the company does not experience serious financial problems.

Fluctuations in share prices

"Telecommunications is a very volatile industry. As a result, the prices of the shares of companies in the industry probably rise and fall more sharply than is the case in other industries. It is always very difficult to forecast the short-term trend of share prices of companies in our field.

"Despite this, we think that this offering will be equally beneficial for all parties: the company, the employees and our customers.

"I am convinced that the offering we are now making to the company's employees is a truly attractive one. At the same time, I must naturally emphasize that all investments in stocks and similar securities always involve a certain amount of risk. It is important, as an investor, to be aware of this."

Broader coverage

Ericsson's CEO is pleased that the offering of convertibles is being made to a larger percentage of employees than was the case the last time a benefit of this type was introduced.

"That time, the offering was made to employees in only eight countries. As a

news briefs

Ericsson signs agreement with Swedish Rail Administration

■ The Telecable Division of Ericsson Cables AB in Hudiksvall and Power Cable Division in Falun have signed a new agreement with the Swedish Rail Administration for deliveries of copper cable to transmit data and telecommunications as well as signal and power transmissions.

The three-year agreement is valued at approximately SEK 300 million, divided between the two cable divisions. Ericsson Cables has been a major supplier of copper and optical fiber cable to the Swedish Rail Administration throughout the 1990s.

Based on terms of the new agreement, Ericsson Cables will strengthen its position with the Swedish Rail Administration, since the agreement includes most of its copper cable requirements.

Ericsson in Norway merging forces

■ In Grimstad, a community in the Norwegian province of Sörlandet, several companies are joining forces in telecom and information technology. Ericsson plans to concentrate its slightly disjointed operations in various parts of Norway, bringing them together in Grimstad. The process of consolidation will start in the summer of 1999, when present local agreements at Hisøy expire.

Ericsson plans to construct a new building in Grimstad to accommodate 350 persons. Some operations are already conducted there in premises rented from Telenor, a Norwegian operator. In a slightly longer term perspective, Ericsson's operations in Arendal, situated about 20 km away, will also be moved to Grimstad. Ericsson has about 450 employees in Sörlandet.

GSM contract in Washington

■ Ericsson recently signed an agreement with American Personal Communications, a U.S. operator, for delivery of equipment for a GSM network. The contract also includes an integrated intelligent network with automatic invoicing for a billing system with prepaid calls. Customers make advance payments for calls and are then invoiced when the prepaid call period runs out.

"American Personal Communications linked the first PCS call, established the first PCS network and is now the first operator to offer customers intelligent network services. The agreement will strengthen cooperation between our two companies," says Jan-Anders Dalenstam, of Wireless Communications at Ericsson in the U.S.

Prepaid calling is one of the fastest growing services in the American telecom market. Virtual private networking is another service included in the recent contract, which allows a company to integrate telecom services in wired and mobile networks through one network. Only one telephone number, accordingly, is needed to reach employees at their mobile or wired telephones.



"We think that personal participation in the company will increase individual involvement in the effort to realize the company's visions and strategies," says CEO Lars Ramqvist.

Photo: KAMERA-REPORTAGE

result, more than half of the company's employees were unable to participate. In addition to Sweden, the offering was made to employees in Denmark, Finland, Germany, the Netherlands and New Zealand.

"Important part of strategy"

"The offering of convertibles is an important part of our new strategy for the future, '2005 – Ericsson entering the 21st century,'" Lars Ramqvist explains.

"We have formulated our vision of being, in the year 2005, the leading global supplier of telecommunications equipment in a world in which multimedia communications – with voice, data, images and video – is available to the greater part of the world's population. We foresee how this is being made possible through the use of various types of communications networks and systems.

There will also be a large number of suppliers of communications equipment and services to choose from in a market that is becoming increasingly deregulated and competitive.

"We want to be a leading supplier of communications infrastructure in this new world.

"To achieve these objectives, a strong sense of involvement on behalf of the company's employees is required. We are therefore now establishing an environment within Ericsson in which lifelong learning, teamwork and decision-making are being rewarded and encouraged at all levels."

A company that is doing well

Ericsson has experienced a number of years of very strong development. Lars Ramqvist is convinced that this development will continue.

"It is, of course, not possible to issue any guarantees on this point," he says, "but, with our global presence, we in Ericsson have unique knowledge of market conditions in all parts of the world."

Leading supplier

"Up to now, 1997 has been a very good year. We have obtained large orders in countries that have the largest telecommunications markets, China and the United States. This has strengthened our position as a leading supplier of telecommunications systems and terminals.

"In the beginning of 1997 Ericsson's mobile telecom systems were serving approximately 54 million subscribers. With nearly 40 percent of the world market for

such systems, we continue to be the leader in the field.

"If we look ahead to the future of the industry, we see a continuing high rate of growth in the market for telecommunications. This growth is not expected to slow in the foreseeable future. On the contrary, some analysts expect even more rapid growth in the future."

Finally, Lars Ramqvist stresses that the offering of convertible debentures does not mean that the company needs more money.

"Ericsson doesn't need more money right now," he says, "and we have not earmarked the proceeds of the convertible loan for any particular purpose. But it is obvious that the billions of kronor the employees will make available to us can be used to further strengthen Ericsson's competitiveness."

LARS-GÖRAN HEDIN

First with improved voice quality for GSM 900

In early September, SmarTone in Hong Kong introduced Enhanced Full Rate (EFR) in its GSM 900 system. EFR provides improved voice quality in noisy atmospheres. The installation also marked the completion of an important project for more than 30 employees in Sweden and abroad.

SmarTone, the largest GSM operator in Hong Kong, has more than 400,000 subscribers. The company ordered GSM equipment from Ericsson in 1992, and the system was placed in commercial operation in the spring of 1993. During the past 18 months, SmarTone has added about 200,000 new subscribers to its network.

Overall interest in mobile telephony is strong in Hong Kong and, in January 1997, the nation was the sixth largest mobile telephone market in the world, based on total subscribers per capita.

"SmarTone targets subscribers who prioritize access to various functions and good voice quality rather than low calling costs. Hong Kong is a difficult environment, with conditions characterized by noise and other disturbances, perhaps the toughest metropolitan conditions imaginable," says Anders Paulsson, customer project manager. Mr Paulsson works for business unit GSM NMT TACS, with special focus on mobile markets in China, Hong Kong and Macao.

"Filtering out"

Enhanced Full Rate improves voice quality by strengthening voice transmissions and "filtering out" traffic noise, for example, and other disturbances. EFR also offers improved quality standards for women's and children's voices, which have higher frequencies.

"EFR is a sophisticated technology that includes, among other features, a new algorithm used to code voice transmissions, an area in which Ericsson has established a strong position," Anders Paulsson explains.

The project was started in February and, after only one month, some of the work was transferred to Hong Kong for on-site development. The EFR installation was placed in full commercial operation in early September.



Enhanced Full Rate offers improved voice quality by "filtering out" traffic noise, for example, and other disturbances, a basic requirement in the din of Hong Kong.

Photo: JOHAN GUNSEUS/FLT PICA

EFR is a function included within the framework of CME 20 R6.1, a new software release developed under the umbrella of Ericsson's PO-LO project.

Cooperation with Lund

Mobile telephones equipped to access new functions in EFR are needed for improved voice quality transmissions. Ericsson's GH688 is the only mobile telephone on the market today that meets all requirements. Its development is the result of cooperation with R&D personnel in Lund.

Technicians in Kista and Mjärdevi in Linköping, as well as Ireland and Australia, assisted in the development of EFR. Ericsson employees in China also made significant contributions, partly through installation work.

"Our customers in China have shown considerable interest in Enhanced Full

SmarTone launches Enhanced Full Rate in Hong Kong

Rate. Personnel at Ericsson China gained valuable experience and knowledge from their participation in the Hong Kong installation," adds Mr. Paulsson.

Testing new techniques

The project's success, he adds emphatically, was also largely attributable to the wholehearted commitment of Ericsson employees and a clearly defined objective from the outset.

Representatives of SmarTone also assumed an active role in the development

project, exerting pressure to secure successful implementation. Ericsson, in turn, "leaned on" SmarTone in similar efforts.

"We have an open and honest cooperation program, and we regard ourselves as business partners who can learn from each other. Opportunities to conduct joint testing on new technology represent an extremely valuable asset for both companies," concludes Anders Paulsson.

GUNILLA TAMM



Anders Paulsson, customer project manager.

Japanese CEO visits Kista

Koji Ohboshi, President of NTT DoCoMo, the Japanese telecom giant, visited Ericsson Radio Systems in Kista, Sweden, at the end of August for meetings with Kurt Hellström, Executive Vice President, Mobile Systems, and other representatives of Ericsson.

Ericsson and NTT DoCoMo are cooperating on development of test systems for third generation mobile telephony based on W-CDMA technology. The framework for the visit was the preparation for the International Telecommunications

Union's standardization program, for which the two companies are working towards uniting Asian and European systems.

Wideband Cellular Systems, a product unit of Mobile Systems, will deliver the system platform to NTT DoCoMo in January 1998.

Another order based on W-CDMA, booked by Japan Telecom, calls for a complete test system with applications for high-speed multimedia transmissions. The system is due for delivery by the end of June 1998.

NILS SUNDSTRÖM



Executive meeting: Koji Ohboshi, President of NTT DoCoMo, and Kurt Hellström (r), Executive Vice President, Mobile Systems, pause outside a mobile W-CDMA demonstration unit.

Photo: NILS SUNDSTRÖM



"High quality," said Lars Ramqvist, summarizing his impression of the new training center in Moscow.

Photo: REBECCA REDLING ROSENVINGE

Official opening of Russian training center

"We hope Russia will become one of Ericsson's largest markets and, with your help, we will succeed," declared Lars Ramqvist in his address at the official opening of Ericsson's new training center in Moscow.

"We want the training center to provide telecom educational opportunities for students in Moscow, and help Ericsson introduce new technologies in the Russian market," Lars Ramqvist continued.

The official opening of Ericsson's new training center in Moscow on September 4 was marked by pomp and circumstance.

Relaxed atmosphere

In addition to Lars Ramqvist and Sweden's Ambassador to Russia, Sven Hirdman, other dignitaries in attendance at the ceremony included Naum Marder, Vice Minister of Telecommunications in Russia, Kremar Norkin, a leading cabinet minister and Vagan Shackgildian, President of Moscow's Technical University of Telecommunications and Information (MTUCI). In their speeches at the inaugural ceremony, they expressed the high expectations of the residents of Moscow and Russia on Ericsson's development efforts in the Russian market and its new training center.

The ceremony was held on a chilly late-summer day in Moscow, right outside the main entrance to the renovated buildings that now house a training center for Ericsson's employees, customers and students at MTUCI, as well as office facilities, guest rooms and a restaurant.

The five-story building comprises 6,000 square meters of various facilities.

Successful cooperation

Ericsson's new training center in Moscow is the result of successful cooperation between Ericsson and MTUCI. The project was coordinated by President Vagan Shackgildian and Reidar Braathen of Ericsson, general director of the training center.

"We opened the training center two years ago in an older building," says Reidar Braathen. "In terms of the number of trainees and employees, the Moscow unit is presently Ericsson's fastest growing training center."

"And one day before the official opening," Mr. Braathen adds, "we were certified as an approved Ericsson training center. To earn certification, we were subjected to the same worldwide quality testing procedures as all other Ericsson training centers, only one-third of which have been certified to date."

In parallel with the ceremonial in-

auguration, during which Lars Ramqvist and various Russian-government dignitaries delivered speeches and presided over traditional ribbon-cutting rites, the mood was characterized by a relaxed, informal atmosphere. Local music filled the rooms as Russian champagne was served.

High quality

"I am not totally familiar with the training center's capacity," Kremar Norkin said in his address, "but with 85 windows on the front side of the building alone, the sheer numbers of trained students and satisfied customers should be quite substantial."

"Ericsson has conducted business operations in Russia for more than 100 years, and the company is rich in Russian market traditions. Compared with Moscow, however, we are a youngster," Lars Ramqvist said in his address and congratulated the City of Moscow on the 850th anniversary of its founding.

"High quality," he continued, summarizing his impression of the new training center in Moscow, before he rushed off to other important meetings, including a get-together with Mr. Yury Luzhkov, mayor of the 850 year-old Russian capital.

MARIA ANDERBERG

Private Radio Systems downsizes in Lynchburg

The market for private radio systems, which are used, for example, by police and emergency services, has not developed as well as Ericsson had anticipated. The result is that the plant in Lynchburg, Virginia in the U.S., will be restructured and 150 full-time employees will be made redundant.

However, the majority, or about 70 percent, will be offered jobs at Ericsson in the U.S., but within the mobile telephony area.

The remainder will be assisted in finding new employment within other parts of Ericsson or with other employers.

"It is unfortunate, of course, that we have to take such

action, but if the company is to succeed in the future, it is more important than ever that we focus on quality and consider what the customer wants. All of us must cut costs and look ahead," says Einar Lindquist, manager of private radio systems at the Lynchburg plant.

Ericsson in Lynchburg has grown rapidly. In 1993, there were 1,600 Ericsson employees and today, that figure is closer to 3,000.

The reason for the current personnel cut-backs is that the market for private radio systems has not developed at the same pace as Ericsson's other sub-markets, which have expanded strongly.

For instance, mobile telephone production has doubled each year since 1992. Ericsson believes in continued growth in Lynchburg.

nello there!

What was it like to be a hostess in Geneva?

Cecilia Tiney made her debut in September as an exhibition hostess at Telecom Interactive '97 in Geneva. Her regular job is as a secretary at Ericsson Radio Systems, working with the Cellular Systems American Standards marketing unit.



What made you want to be a hostess at Interactive?

"I thought it would be a good experience, provide an opportunity to work more intimately with customers and get to know other Ericsson employees from Sweden and abroad. I also enjoyed representing all of Ericsson."

"At home, I usually work with a small part of our operations. I also thought I'd be quite well-suited for the assignment. In my everyday job, I work with similar practical problems that need to be solved. You have to be a fix-all, a doer."

You attended a course for stand personnel that means you are now qualified to work as a hostess. Tell us a little about the course.

"It was a two-day course concentrated on general information about the organization, Ericsson's values, products and strategic pursuits. We also learned how we should act on the stand, reviewed general descriptions of various personality types and lessons on dealing with stress. The most important element, of course, was getting to know all the other people we would work with in Geneva. In many respects, it's all about cooperation."

Describe your most important responsibilities as a hostess.

"Making visitors feel welcome was first and foremost. You have to be open, courteous and helpful so visitors feel comfortable about approaching you and asking questions."

"It's not good if you are too involved in conversation with colleagues, for example, since many visitors will hesitate to interrupt. At the same time, a hostess should not be overly forward or aggressive. It's a good policy to just look friendly and try to be helpful."

How did you feel at your first exhibition? Tell us about opening day in Geneva.

"I was nervous, I must admit, on my way from the hotel to the exhibition hall. Sort of like opening night jitters. But the entire crew was "pumped up" and ready to go and we drew inspiration from each other."

You must have been asked hundreds of questions during the week. What do people ask about?

"The overwhelming majority ask about Ericsson products, and we refer them to specialists in the stand. But some other questions covered a very broad range. One person wanted the telephone number to Ericsson's office in Switzerland. Another asked for directions to the bar."

Any more jobs as an exhibition hostess in the future?

"I hope so, really! It's a very demanding job, but also extremely educational and exciting."

LENA WIDEGREN

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Convertible price established at SEK 472

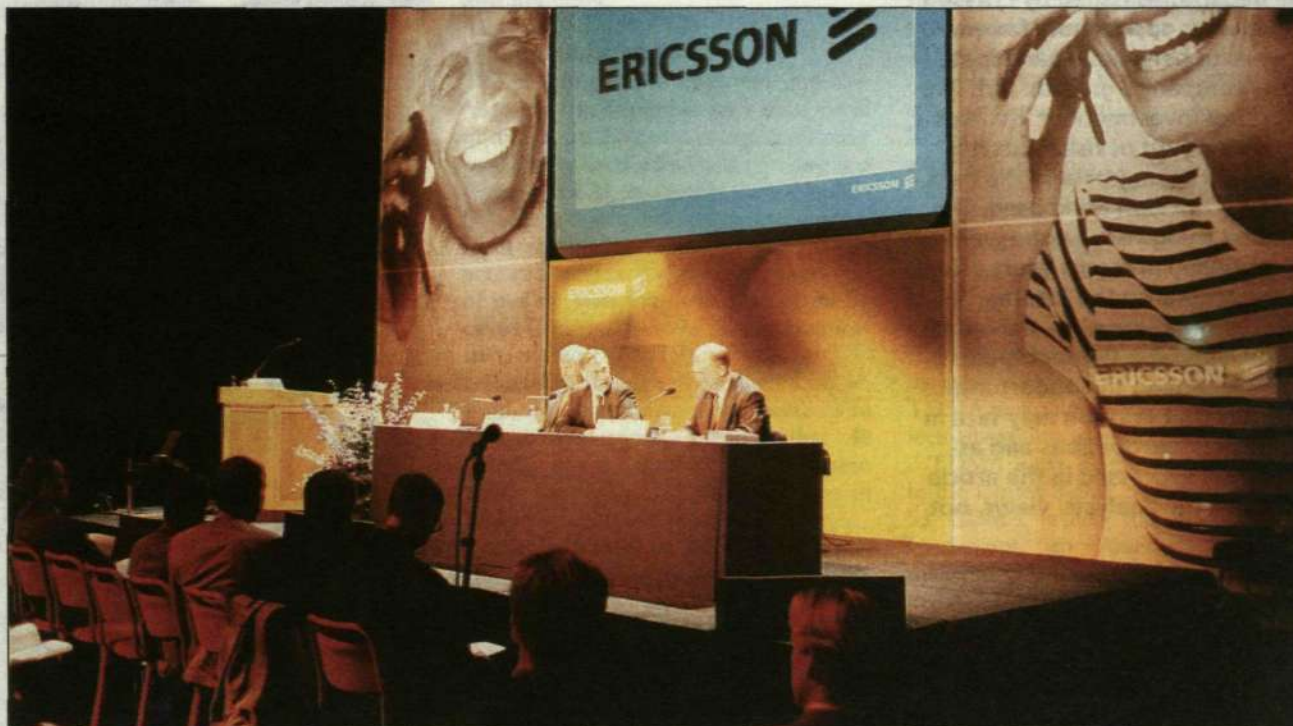
The price of Ericsson's convertible debentures to be offered to employees was established at SEK 472 on September 19th. That's the amount you as an employee of Ericsson should have in mind when you decide if the convertibles are an interesting investment object for you.

A comprehensive information campaign focused on Ericsson's offer of convertibles to employees is under way. Complete details of the offer and its conditions are presented in a brochure sent to the homes of all Ericsson employees in all countries included by the offer. Local information meetings will also be held wherever employees are eligible for subscription, and a special Web site has been established on the intranet with detailed information about the convertibles.

Issue price is fixed

September 19, 1997 was an important date in the timetable. That's when the price of the convertibles was established – the so-called conversion price. It's actually the amount of money that determines how many convertibles you will get for a given issue price, and if you make or lose money when the convertibles are sold or – after November 19, 1999 – exchanged for Ericsson shares. If the share price is higher than the conversion rate when convertibles are exchanged for shares, the difference will reflect the employee's capital gain from his/her convertibles.

In addition, the company will pay interest on the conversion loan. The interest rate will be established on November 17, based on STIBOR interest. If you



Nearly 200 persons attended the carefully planned extraordinary meeting of shareholders. The decision to issue convertibles to Ericsson employees was approved in less than 30 minutes.

Photo: THORD ANDERSSON

borrow money from one of the banks offering loans to Ericsson employees, with your convertibles as collateral, interest on the loan should be included in your calculation of the transaction. Complete details of interest rates and associated undertakings are presented in the information brochure.

Each employee in all countries eligible for subscription for the convertibles will be able to decide how much he/she wants to invest in subscriptions, up to a maximum amount of SEK 148,680. For practical purposes, a minimum level of SEK 9,440 has also been established. The number of convertibles you may subscribe for will be determined after the subscription period expires on October 10, 1997. Initially, all employees who apply for convertibles will be allotted a nominal amount of up to SEK 75,000, provided the total amount of the loan – SEK 6 billion – is not exceeded. If the offer is oversubscribed, the convertibles

will be divided by the total amount subscribed for, which may yield a total of less than SEK 75,000 per employee.

However, if the entire loan is not fully subscribed, the company will first allocate SEK 1,125 million to be offered later to future employees. The remainder will be divided among employees who subscribed for convertibles in excess of SEK 75,000.

Timetable

Application forms for the convertibles are now being distributed to all eligible employees. The forms could not be distributed before the conversion rate was established. The following dates are the most important highlights of the timetable:

- Sep 25, application period starts
- Oct 10, last day of application period
- Nov 19, the day when the payment shall be available to the bank in Sweden
- Nov 19, 1999, the first day convert-

ibles may be exchanged for shares

• May 30, 2003, the last day convertibles may be exchanged for shares – after which the original investment amount will be repaid in the absence of conversion.

Interest from the company (if convertibles are purchased with private funds) or to the bank (if subscribers borrow money to finance the convertibles) shall be paid annually on January 30, 1998–2003, plus final payments on April 30 and June 30, 2003. In the latter case, the amount to be paid will be the difference between interest from the company and interest due to the bank for the loan.

LARS-GÖRAN HEDIN

The offering of convertible debentures is being made in the U.S. by a prospectus dated September 19, 1997, or, for other countries an information brochure previously distributed to you. If you are interested in making an investment in the convertible debentures you should carefully review the prospectus/information brochure.

Shareholders approves convertible issue

The basic condition for implementation of Ericsson's convertible offer to employees was approval of the proposal by an extraordinary meeting of shareholders. The meeting was held on September 11. As expected, the Board's proposal was given the green light. The Board of Directors, of course, represent the overwhelming majority of voting rights in Telefonaktiebolaget LM Ericsson.

Björn Svedberg, Chairman of the Board, declared the meeting open at 4:00 PM on September 11. The meeting was held in Stockholm, and nearly 200 shareholders attended to vote on the proposal. There was only one item on the meeting's agen-

da – a decision on the proposed issue of convertibles to employees in a total amount not to exceed SEK 6 billion.

After the formal opening, Ericsson's President and CEO Lars Ramqvist addressed the shareholders briefly. He pointed out that Ericsson is Sweden's most highly valued company, and that the company has achieved strong results in recent years. Order bookings have increased in each of the past 23 quarters.

"Our success is attributable primarily to Ericsson's fantastic marketing organization, which covers almost the entire world. In addition, our consistent focus on research and development has been a major factor," he said.

The Swedish Shareholders' Association (SARF) is usually represented at meetings of

Ericsson's shareholders. Lars Erik Forsgårdh, president of SARF, represented the association at the September 11 meeting and expressed his favorable impressions of the proposed convertible issue.

"Terms of the issue, valuations, allotment principles and interest rates are well-balanced with regard to the interests of both parties – the company and its employees. I am pleased to see the favorable conditions, since we did not believe Ericsson's previous offer served the best interests of all parties when convertibles were offered to employees 10 years ago."

"There is clearly a strong will to motivate Ericsson employees. But that is not the main reason for the Board's recommendation to submit this proposal for a decision by shareholders," Björn

Svedberg said, adding that its "ultimate objective is to create added value for shareholders."

"Both job motivation and work efforts will increase. I believe we can expect to see positive effects of the convertible offer on consolidated earnings and, accordingly, the price of Ericsson shares and potential future dividends. We are also very happy to expand the 'Ericsson family' of shareholders," Mr. Svedberg concluded.

When the vote was called, the proposal was approved unanimously. Based on the final voting list, 60,878,038 Class A shares and 158,348,103 Class B shares were represented at the meeting, corresponding to 61,036,686.103 votes, according to information provided by Johan Tydén, Board Secretary.

The meeting was over in less



Lars Erik Forsgårdh, president of the Swedish Shareholders' Association, approved of the conditions of Ericsson's convertible offer to employees.

Photo: THORD ANDERSSON

than half an hour. The important decision and its considerations did not require more than 30 minutes.

"I think it was the shortest meeting of shareholders I've ever attended," a satisfied Björn Svedberg said later.

THORD ANDERSSON

It's vital that Ericsson sets the right course

The offer to subscribe for convertible debentures issued by Ericsson provides an opportunity for employees to personally participate in the company's growth. But, like any other investment, it involves a certain amount of risk. Thus it is important to understand the risks to which Ericsson is exposed. The fact that things have gone well for the company in recent years offers no guarantee for the future.

This is emphasized by the industry analysts who Contact spoke with concerning the opportunities and risks that Ericsson may face in the future. The opinions and assessments expressed in the article represent the analysts' views, not Ericsson's.

The telecommunications field is characterized by intense competition. In an industry that is changing very rapidly, only the fastest and most resourceful will succeed. Deregulation, globalization, the Internet, and the actions of competitors and new rivals in the market are key factors to be reckoned with. It is important for a potential investor in Ericsson to know whether or not the company has what it takes to keep up with the changes and be able to take advantage of the opportunities they offer.

Ultimately, one question overshadows all others facing each investor:

"Do I believe strongly enough in the company and its future potential to invest in it?"

Explosive growth

It should not cause any surprise to note that the rate of growth in the market for mobile telephony throughout the world is phenomenal, and that this trend is expected to continue in the foreseeable future. According to a report published by Merrill Lynch, the investment bank, in June, the number of mobile telecommunications subscribers will have reached 520 million by the end of the year 2000. The number at year-end 1996 was 136 million.

Salomon Brothers, another investment bank, offers an even more optimistic evaluation and expects the number of subscribers to be close to 761 million in the year 2000.

"While predictions on how the mobile telecommunications market will develop are based more on magic than science, we strongly recommend the purchase of Ericsson shares," says Anita Farrell at Merrill Lynch.

Overly optimistic forecasts?

Recently, in a somewhat more conservative vein, one of the Stockholm-based telecommunications analysts explained in an article in the Wall Street Journal that it was the overly optimistic forecasts of growth in mobile telephony, together with falling interest rates and a declining Swedish krona, that resulted in the strong rise in the prices of telecom shares.

"If Ericsson is to be able to continue to grow as strongly as it has thus far, all three of these trends will have to continue – which is a less credible scenario," the analyst wrote; he estimated that Ericsson cannot continue to report successes as spectacular as those of the past 12 months but that Ericsson stock will still be a winner over the long term, with an annual



Illustration: MAGNUS BARD

Industry analysts see many opportunities, but also risks for Ericsson in the infocom market of the future

growth in value of between 20 and 30 percent.

The global growth in mobile telephony has been sensational. Ericsson's preliminary figures show that the greatest increases are taking place in the Asia-Pacific region, where growth between 1995 and 1996 amounted to nearly 90 percent. Next was Latin America, with growth of nearly 65 percent, followed by Europe with 55 percent and North America with more than 30 percent.

The growth anticipated in these markets is very substantial. By December of the year 2000, more than half of the new subscribers will be in markets outside Europe and North America. Asia will continue to show the most rapid growth but, despite this, subscriber density in the region will barely exceed 10 percent at the end of the decade. Accordingly, continuing strong growth is expected in the region well into the next century.

This growth is being supported primarily by the digital systems. The totally dominant technical trend, one that really accelerated in most markets in 1996, is the changeover from analog to digital systems. This was the first year in which sales of digital mobile telephones exceeded sales of analog units.

Merrill Lynch estimates that nearly 95 percent of the 138 million new subscribers who will have been added by the year 2000 will be in digital networks. By far the greatest growth will have occurred in systems based on TDMA technology, the technology in which Ericsson ranks as the leading supplier.

"With a very small percentage of sales in the analog sector, Ericsson is the company best positioned to benefit from this trend," Anita Farrell says.

Will surpass PC sales

One notable trend is that, in the future,

we will see annual sales of mobile telephones exceed the number of personal computers sold 84 million, according to Dataquest, an American research firm.

The market for mobile telephones, which is worth approximately USD 25 billion, has grown by a full 50 percent annually during the past 10 years.

It is very difficult to estimate market shares for mobile telephones, however.

When Merrill Lynch nonetheless attempts to do so, it estimates that Ericsson has 20 percent of the market for digital mobile telephones and will probably increase this figure.

Increasing competition

One result of this trend is, of course, that Ericsson, Nokia and Motorola, the three strongest players in the market, are facing increased competition. Where telecommunications equipment is concerned, the "traditional" competitors –

500 million to USD 6 billion during the next five years.

Mobile multimedia

The blending of the fixed-wire and mobile networks is another important trend of the future. Ericsson occupies a strong position in fixed-wire networks and is a leader in GSM technology in the mobile field. As a result, Ericsson is in the forefront when it comes to developing products and services for the next generation of mobile systems – what are generally called Universal Mobile Telecommunications Systems (UMTS).

John Darnbrough of Analysys Ltd., an English research firm that specializes in telecommunications, predicts that 40 percent of the population in European Union countries will be subscribers in UMTS systems by the year 2005.

"Nearly a third of the operators' revenue from these systems will come from services that offer mobile multimedia – in the form of Internet connections, mobile video communications and maintenance," Darnbrough says.

Technical leader

The manner in which Ericsson is able to take advantage of the opportunities offered by these technical developments is of critical importance for the company. Against the background of its ability to date to adopt new technologies, its prospects to become a key player in the mobile multimedia field, for example, should be good.

Ericsson's current technical leadership is due in large part to the company's sharp focus on research and development. With nearly 20 percent of its sales invested in technical development, Ericsson has become known as an organization that invests more in R&D than any of its competitors.

New paths to new technology

Ericsson's success with new products has not been achieved without cost. Digital technology is much more complicated and expensive to develop than analog.

Today's telephones – lighter and smaller than ever – have the same computing power as a small personal computer. Thus, Ericsson has to establish priorities for its investments in research and development. This involves either reducing the number of development projects or working with other companies that can offer expertise that Ericsson lacks.

Like its competitors, Ericsson can no longer support development programs that do not quickly result in profitable products or systems.

The joint venture with Marconi, the Italian company, in the field of transport network products is a good example of how Ericsson is now electing to utilize the assistance of other companies in the development of a technology.

The cooperation agreements with SGI and Selectron, American companies, covering production of printed circuits is another example of the new philosophy. Investing in partnerships of this type represents a sharp change for a company that was once noted for relying entirely on its own resources.

But, as the scope of Ericsson's business has grown, there is now a need for new strategies in which joint ventures and partnerships offer a way to increase profitability and reduce costs.

The media has devoted a great deal of attention to the battle now under way between the two digital technologies: TDMA and IS-95 CDMA. TDMA – upon which GSM, DECT, D-AMPS and other systems are based – is supported by Ericsson; IS-95 CDMA is an American alternative that has gained ground in the United States and some parts of Asia.

Strong challenge

With substantial amounts of money invested in TDMA, Ericsson has chosen not to develop systems or terminals for IS-95 CDMA. The company believes that the older, more thoroughly tested TDMA technology can hold its own effectively against its younger rival.

TDMA today faces a strong challenge in the United States. Spokesmen for IS-95 CDMA, which was developed by Qualcomm, an American company, maintain that the technology offers as much as twice the capacity as TDMA. Supported by this argument, CDMA has already had considerable success in the U.S. market. Lucent, Motorola, Nortel and other companies are now delivering base stations and exchanges based on IS-95 CDMA technology.

To stimulate interest in these products, the companies have offered their customers substantial financial support. According to Forbes magazine, Sprint, Ameritech and other operators have now begun to amortize their debt to their suppliers – totaling more than USD 6 billion.

In November last year PCS PrimeCo, an operator supported by Bell Atlantic, Nynex, US West and AirTouch, inaugurated IS-95 CDMA systems in 15 cities throughout the U.S.

Ericsson also has good customers in the U.S. AT&T Wireless Services, by far the largest operator of mobile services in North America, has already invested hundreds of millions of dollars in Ericsson equipment. By the year 2000, according to Forbes' estimates, the company will spend several billion dollars more to expand its network.

While the TDMA technology is the industry leader, IS-95 CDMA may come to represent a real threat to the mobile telephone operators who have based their systems on Ericsson's technology. While it is completely clear that this battle has just begun, TDMA still has a good lead.

Leading force

Ericsson's comprehensive study of the future, "2005 – Ericsson entering the 21st Century," has provided a detailed picture of how the future may develop. In the continuing work of establishing "wanted positions" for the company's various operations, the groundwork is being laid for continuing development and growth.

The new strategies that emerged from the "2005" study establish the company's objective clearly: Ericsson is to be one of the leading progressive forces when it comes to enabling and supporting the introduction of communications systems of the future.

In practice, this objective means that Ericsson is now further intensifying its efforts, and focusing even more sharply, on segments of the market in which the company is, or wants to be, a leader. This indicates that Ericsson will really achieve one of its most important basic objectives: To give the company's shareholders a competitive return on their investments.

LARS-GÖRAN HEDIN

Airborne radar systems of the future will be based on AESA, a technology that will make radar systems more effective, provide greater coverage, track more objects and reduce their sensitivity to disturbances. Ericsson Microwave is concentrating on the new technique in development of the next generation of radar systems for Gripen, Sweden's multirole combat aircraft, and is now looking for a foreign partner for the important project.

Airborne radar systems of the future from Ericsson Microwave

a contract was signed this past summer between Sweden's Defense Material Administration (FMV) and Industrigruppen JAS for delivery of series three Gripen aircraft. The contract also represents the "go-ahead" for Ericsson Microwave to continue its development work on the next generation of aircraft nose cone radar based on a new technique called AESA, a Swedish acronym for active electrically controlled antenna.

Work has already started at Ericsson Microwave and the Airborne Radar Division. Working within the framework of the Nora Project, test equipment has been developed and, in accordance with the terms of an agreement with FMV, the first functional AESA radar system will be ready for test flights in the year 2000.

Radar in radar

AESA radar is based on a large number of small transmitter modules that operate like separate little radar systems. The AESA system to be developed for Gripen will contain 1,000-1,500 transceivers assembled on a round disc mounted in the aircraft's nose, the same location used for today's PS-05 radar.

As opposed to conventional radar, which scans an area with a rotating mechanical antenna, the AESA radar sys-

tem will be mounted in a fixed position facing forward. The sweeping effect, or radar scan, will be achieved instead through highly sophisticated control of all transmitter modules, working together to establish and determine the direction of a pulse. Control of the modules places stringent demands on the AESA radar system's signal processing, which requires a capacity much greater than today's conventional nose cone radar.

The most significant advantage of radar systems based on the AESA technique is the elimination of mechanical antenna movement. The direction of AESA radar's pulses can be changed quickly, allowing more frequent updating of target tracking. The new system will also provide a better overview of the aircraft's surroundings and will be equipped to control several robots simultaneously.

Smaller module size

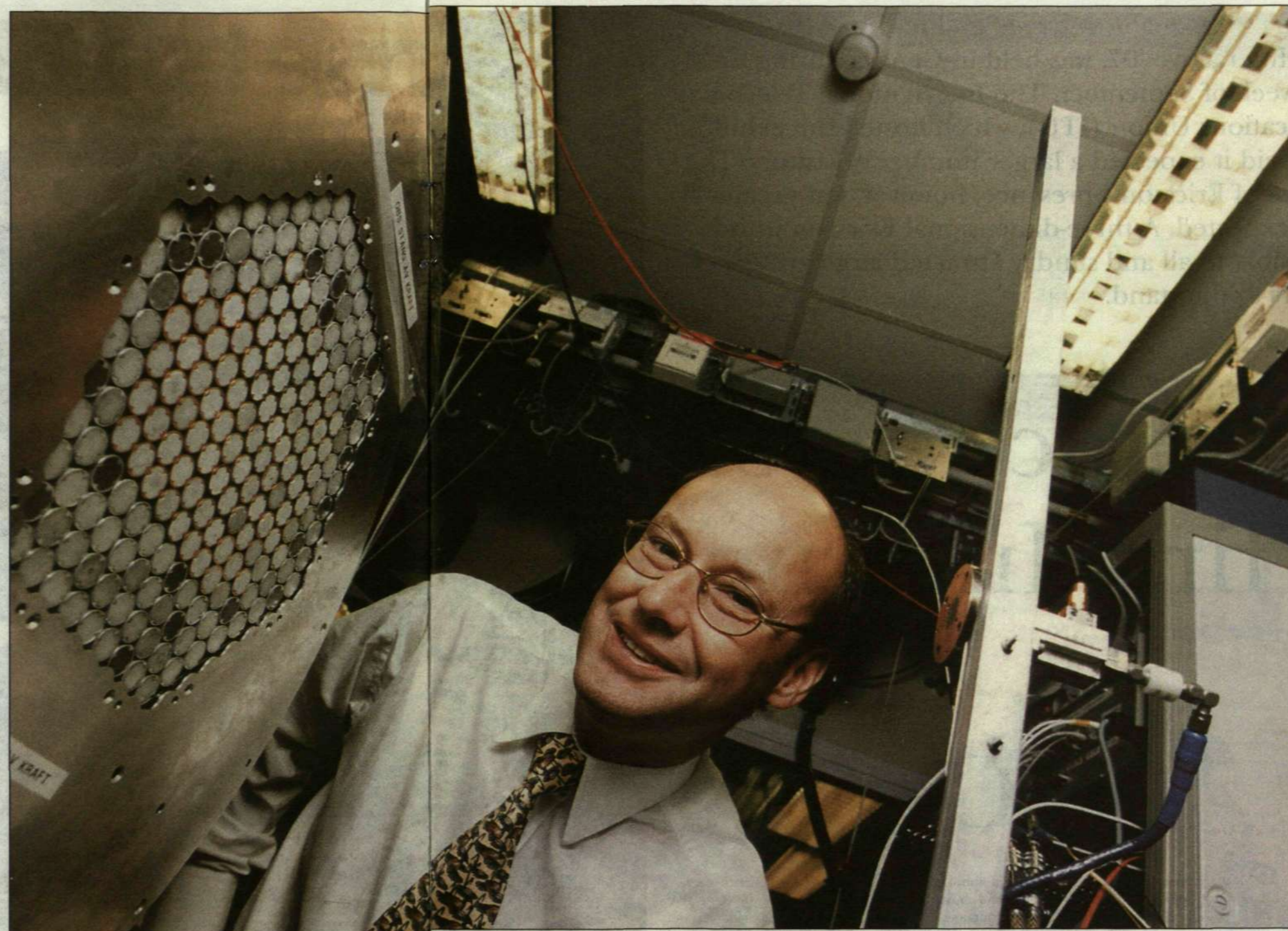
Test equipment developed by the Airborne Radar Division comprises about 100 modules linked to a miniature version of an AESA radar system. The modules function satisfactorily as individual units, and an important breakthrough was made recently in test operations: the development staff of Nose Radar now has the modules interacting to generate a lobe that can be adjusted to change its direction.

Modules used in test operations are too long for practical applications in nose cone radar, but prototypes of second generation modules have already been developed by Ericsson Microwave's Design core unit.

"The size of the modules has to be reduced," says Lars Karlén, manager of the Airborne Radar Division. "The AESA radar system scheduled for market launch in the year 2001 cannot possibly be larger than today's PS-05 system. It's imperative, therefore, to reduce the module size. Second-generation modules are about eight centimeters long, but we can already reduce the size to four centimeters, a point at which we begin to approach our objective."

"In the future, when transmitter module sizes are reduced to lengths of only a few millimeters, it will be possible to install radar systems for combat aircraft anywhere on the fuselage," Lars Karlén continues.

"An extremely thin radar will be like an active layer of skin



Lars Karlén, Manager of the Airborne Radar Division, inspects test equipment for AESA radar. The new AESA radar system contains a large number of small transmitter modules that operate like mini radar systems. The modules work together to generate the radar lobe (also see picture in lower left-hand corner). Photo: MAGNUS GOTANDER/KAMERAREPORTAGE

that can be placed on the plane's tail, or perhaps on the wings. Several active skins placed around the plane would provide complete, all-around vision. The practicality of such super-sophisticated radar systems, however, is still a futuristic concept, and the feasibility of their application remains remote, perhaps 20 years from today."

As the next phase of AESA technical development begins, Ericsson Microwave Systems has started to look for a foreign partner for coordinated radar development. Initial contacts have been established with three particularly interesting companies and consortiums: a European cooperation project comprising GEC-Marconi, Thomsen and Dasa, and two American companies, Northrop Grumman and Hughes Aircraft.

"We have worked with GEC-Marconi in the past," explains Lars Karlén. "The Italian company manufactured some equipment for PS-05, and we produced signal and data processing components for their Blue Vixen radar."

The customer, FMV, and ultimately the Swedish government, also support Ericsson's efforts to find a partner, because development costs for a super-sophisticated radar system will be far too prohibitive for one company to absorb. In these days of reduced defense allocations, increased cost-efficiency and business cooperation may offer the best solution for future technological development projects.

Partnership - a stimulant

According to Lars Karlén, the transition from independent player to business partner would not present signif-

diary

Wow! This week went quickly!

Monday

The day began with negotiations for a new sponsorship agreement.

We've been working on this for three months and we're now happy to be able to present the concept to management toward the end of the week. Following the meeting with those who have been working on the project, we feel that it will turn out well. Back in the office, I see that my PC has been fixed - finally - so that I can "operate" again. Have to bring the car to the mechanic's and then take a plane to Düsseldorf to learn about convertibles. Spent the evening with colleagues - pleasant. Was able to use the opportunity to get to know people.



Anne Röd, communicator at Ericsson in Norway.



Tuesday Full-day seminar on options and convertibles. There's a lot of information people have to learn. Stocks and options were not major subjects in my education in corporate communications - but things will work out. Nice to see some friends from the Communicators' Conference in Amsterdam again. Flew home same day. Pick up children at neighbor's place, delighted them with Smarties. Nice to be home again.

Wednesday What should the brochure for the new Customer Response Center look like? How should we introduce the concept? Discussed details of the last part of the communications plan with a colleague. Processed material from Düsseldorf for internal use. Telephone calls, telephone calls and still more telephone calls... But was on my way home at the usual time.

Thursday First meeting with outside "quality consultants" with regard to our intranet. What have we done to get acceptance for use of the intranet in connection with the operations of the various departments? We agree on how to proceed.

Go directly to meeting with another outside consultant; this meeting deals with the communications aspect of our internal training of project managers. The most productive meeting I have ever experienced; after 30 minutes we agreed that I should speak on communications for an hour at the next company meeting.

The day ended with several meetings on convertibles.

Friday My goodness! It's Friday! Now I really have to get going.

We end the day by presenting the sponsorship concept to management. At the last minute I arrange for overhead pictures for a presentation in the management group on Monday. And then disaster strikes! The PC breaks down again!

I take off for the weekend. A trip to the cottage in the mountains lies ahead!

Principle behind AESA technique

A radar system based on the AESA technique scans an area without any mechanical movement in the radar antenna. The principle is based on a concept whereby all AESA radar transmitter modules are controlled independently. Time displacements of pulses received from every module change the direction of the composite pulse.

The analogy below provides a clear illustration of the AESA technique's principle: Three stones are dropped a few centimeters apart in a pool of water. The stones are dropped simultaneously and, when the ripples on the water meet each other, a composite wave front forms and expands in parallel with an imaginary line between each stone's point of impact.

If the same stones are dropped at the same distance from each other, but

with a time difference of a few seconds between each stone's impact on the pool of water, the composite wave front will expand at an angle to the imaginary line between each stone's point of impact. The greater the time difference, the greater the angle.

By changing time differentials between points of impact, accordingly, it's possible to change the angle of the composite "pulse" created by the stones.

icant problems. On the contrary, he believes it would stimulate the organization.

"A cooperation project would provide a stimulant, nothing less, and help create new dimensions," he continues. "And our initial discussions with three potential partners have been highly favorable. They are impressed with our accomplishments working alone."

Lars Karlén believes firmly in the importance of Ericsson Microwave's development work with AESA radar, surely the most important project now being conducted by the Defense Electronics business unit. Findings and experience gained from the project will probably also be used in development of new non-military systems and products.

"Those of us who work in the defense sector are forging ahead, breaking new ground and paving the way in radar development and related areas. Our technical experience and achievements, however, will almost certainly also be used in other application areas, for example, the development of active antennas for future mobile telephone networks.

NICLAS HENNINGSSON



Lennart Hallberg, Lars Erhaga, Lars Karlén and Jonas Branzell of the Airborne Radar Division have good reason to look pleased with themselves. A major breakthrough was achieved recently in experimental operations of the AESA radar technique, when approximately 100 transceivers used in the test equipment interacted to produce a common lobe.

Broad range of products at Interactive '97

Ericsson showed off a broad and highly impressive range of products and system solutions for Internet and intranet structures at Telecom Interactive '97 in Geneva. The display did not include any hot new items, focusing instead very strongly on products and systems for sale today and in the near future.

Only a small part of Ericsson's display was concentrated on current and future development projects. Under a theme entitled "The rest is technology," Ericsson described its skills and expertise in system integration and various forms of customer support.

Esthetic attraction

More than 30 objects were displayed on the stand. To enhance its educational approach and esthetic attraction, products were shown in the environments for which they were developed, areas familiar to most visitors, including the home (Home Internet), office (Workplace Multimedia) and on the move (Mobile Interactivity).

The dress code for stand personnel, who wore different color denim shirts, was also intended to make things easier for visitors and host personnel. Their blue, red, orange, green and beige shirts not only provided a colorful effect, but also indicated which personnel worked in the various areas of expertise: Internet Home, Workplace Multimedia and so on.

Strong impression

Ericsson also made a strong impression at the exhibition by cooperating with McGraw-Hill and Digital, two major suppliers of computer equipment. The cooperation partners produced live Telecom Interactive '97 broadcasts on a large screen situated next to a café. Programming also included debates between trend-setting representatives at the exhibition as well as reports and interviews with participating companies and visitors.

LENA WIDEGREN

Europe's first major Internet and multimedia exhibition, Interactive '97, was held in Geneva during the first week of September. The International Telecommunications Union (ITU), which hosted the exhibition, said it expected a larger number of visitors. The success of Ericsson's presence, however, was greater than expected. A three-dimensional Ericsson world accessible to all and sundry attracted large groups of visitors to the stand.

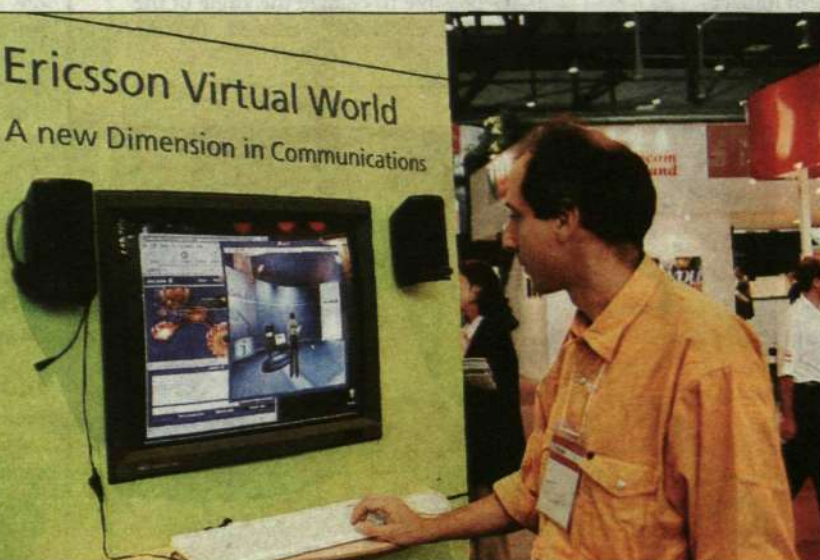
Interactive '97 first Internet fair in Geneva



World of Ericsson. The entry ticket was one of six monitors situated in different places on the stand, a mouse and a representative of Ericsson to show the way.

A dark room

Visitors stood in a dark empty room with seven windows. Freja moved around the room, danced a little, shadow boxed with something in the murky background. Soon she was joined by another visitor represented by Tor, he too an avatar. After a while, Fre-



One of many locations for the presentation of Ericsson's Virtual World is seen above. Angelo Morelli of Ericsson Telecomunicazioni, Italy, demonstrates a sequence in which Tor the avatar shows visitors more than 30 different Ericsson solutions (avatars are three-dimensional representation of persons using Virtual World).

ja approached one of the windows, which opened and showed another room. This was the room that contained everything you ever wanted to know about "The Future Showcase" of Ericsson. Other parts of the company's product portfolio were shown in the other six rooms, presented by an artificial intelligent agent called Dione, who guided visitors through the maze and answered their questions. Visitors could also enter chat rooms equipped for text and voice communications via the World Wide Web with people in all parts of the world. Ericsson's world also offered a live concert, provided by the Moonfire Broadcast production company.

The Ericsson World Project is an interactive multimedia solution based on highly sophisticated software. It was developed partly as a marketing tool for Ericsson and its participation in Interactive '97. And

it was the highlight of the company's successful display in Geneva. The stand was one of the most appreciated and frequently visited at the fair. Comments by several guests confirmed their appreciation of Ericsson's creative concept, which also showed a surprisingly broad portfolio of Internet and multimedia products and systems.

"Many visitors to Ericsson's stand represented companies that offer Internet services, so-called Internet Service Providers. They seemed surprised to learn that Ericsson has such a broad range of products in this area," says Patrick Blankers, an employee of



Ericsson's elegant and spacious stand at Telecom Interactive '97 was clearly a focal point and meeting place for thousands of visitors. According to the reactions of many visitors, Ericsson made a highly favorable impression and presented a surprisingly broad portfolio of products and solutions for multimedia and Internet applications.

Photo: THORD ANDERSSON

Ericsson in the Netherlands. Mr. Blankers was in Geneva to demonstrate the Phone Doubler, a product that allows users to surf the Net and conduct telephone conversations on the same line simultaneously.

User values

Values for end-customers and users characterized Ericsson's presentation at Interactive '97 to a much greater extent than other fairs and exhibitions in the past. Instead of the traditional division by business areas, Ericsson chose to present its products based on typical application environments: in the home, at the office and on the move.

"At an exhibition like this, you have to underplay information about infrastructure," explains Jan Snygg, an active member of the Ericsson Internet

Initiative Group, with strategic responsibility for Ericsson's product portfolio at the corporate level.

Broad product portfolio

"Customers and visitors derive greater benefit from the product range when the products can be related to concepts they understand. That was very obvious here in Geneva," continues Jan Snygg. A delegation from China, for example, was so enthralled by Ericsson's products and solutions that they stayed at the stand for two and a half hours.

"I believe our participation in Interactive '97 has strengthened Ericsson's position in the market. The presentation of our broad product portfolio and Ericsson's role as a supplier of robust, total solutions for Internet applications was more successful than we hoped. In future exhibitions and fairs, we should not

regress into our former mode of business area presentations," Mr. Snygg says.

Although Ericsson's stand personnel were extremely busy throughout most of the exhibition, the same was not true of Telecom Interactive '97 in general. Some stands remained empty during the entire show, attracting no visitors, and it was easy to walk from one stand to another in the sparsely crowded hall.

In addition to Ericsson, other participants that attracted large numbers of visitors to their stands included such top-heavy data communications and Internet suppliers as Cisco, 3Com, Ascend and others. Traditional competitors like Motorola and Nokia were also represented, but both companies projected low profiles and neither attracted large groups of visitors.

Some industry representatives were conspicuous

in their absence, choosing not to participate for some reason. Microsoft was a prime example.

Positioning

"Our main objective in Geneva was not to sell products, but to position Ericsson in the Internet market. Thanks to our professional and ambitious stand personnel and our highly creative concept, our participation in was a huge success," Jan Snygg concludes.

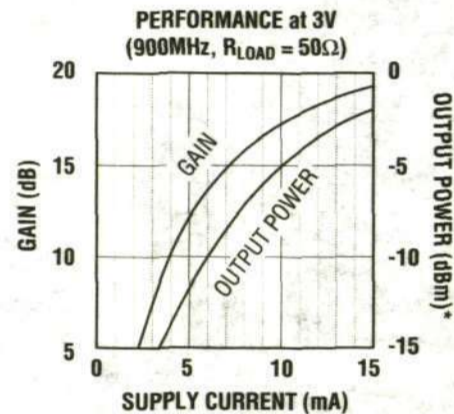
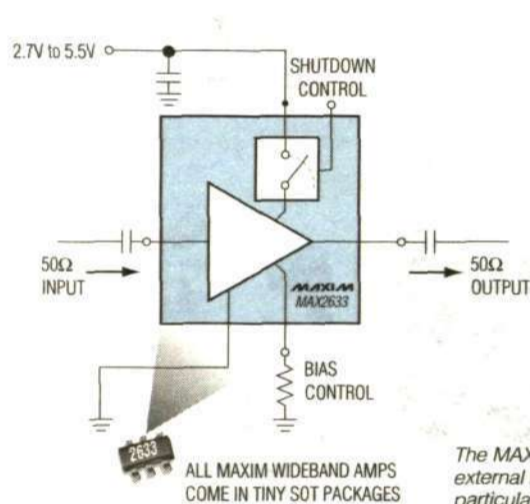
In the wake of its success at Interactive '97, discussions have started concerning the possibility of Ericsson's participation at one of the world's largest Internet fairs later this autumn in New York. Naturally, Ericsson's Virtual World would take center stage once again.

LENA WIDEGREN

3V 1GHz RF AMPLIFIERS ADD SHUTDOWN AND BIAS CONTROL

Upgrade INA-30311 Designs to Save Power with a 0.1µA Shutdown Mode

Maxim's new family of 3V, low-noise wideband amplifiers offers features unavailable from the industry-standard INA-30311. The MAX2631/MAX2633 add an on-chip shutdown feature, which reduces current consumption to less than 0.1µA to save power in Time-Division Duplex radios such as cellular, cordless, and PCS phones. The MAX2632/MAX2633 incorporate an on-chip bias adjustment feature, which allows the simultaneous control of output power, gain, and supply current with a resistor. This allows you to achieve the required gain/output power at minimum supply current. Maxim also offers second-source wideband amplifiers for 3V and 5V applications (see table). All devices are internally matched to 50Ω and are available in tiny SOT packages.



The MAX2632/MAX2633's supply current can be programmed with a single external resistor. In this way the gain and output power can be optimized for a particular application, ensuring that minimum current drain is achieved.

*Output power is shown at the 1dB compression point.

PART	SUPPLY VOLTAGE (V)	SUPPLY CURRENT (typ, mA)	GAIN (dB) @ FREQUENCY (MHz)	FEATURES	PACKAGE	INDUSTRY STANDARD
MAX2611	5 typ	16	19 @ 500	Low Noise	SOT143	HP MSA-0611
MAX2630**	2.7 to 5.5	6.6	14 @ 900	3V	SOT143	HP INA-30311
MAX2631**	2.7 to 5.5	6.6	14 @ 900	Shutdown	SOT23-5	Maxim Proprietary
MAX2632	2.7 to 5.5	6.6	14 @ 900	Bias Control	SOT23-5	Maxim Proprietary
MAX2633**	2.7 to 5.5	6.6	14 @ 900	Shutdown + Bias Control	SOT23-6	Maxim Proprietary
MAX2650	4.5 to 5.5	18	18.3 @ 900	Low Noise	SOT143	HP INA-50511

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Borås hires 150 new employees

Ericsson Microwave Systems in Borås is growing in leaps and bounds. The company is now hiring about 150 additional persons and adding another 5,500 square meters of production space.

Global demand for links is stronger than ever, and order bookings have increased sharply in 1997.

"We believe link production will have doubled by year-end 1997," says Leif Elmquist, Manager of the Borås factory. "We're now working with five shifts in all automated production phases, and we recently established a permanent night shift in the testing department. Large amounts of production operations are also being outsourced."

Ericsson Microwave Systems plans to hire another 150 persons this year for various jobs in Borås.

"About 70-80 persons have already been recruited," says Anders Glemfelt, personnel manager of Ericsson Microwave in Borås. "We have established excellent programs of cooperation with the county employment board and the local employment office, and both have helped us recruit technicians from a large area around Borås, from Halmstad to Karlstad. We also plan to visit various Expos (employment offices for employees who want to change jobs) and inform them about our needs."

The number of employees at Ericsson's factory in Borås has increased by about 400 during the past three years, and the facility has been expanded by 15,000 square meters.

The expansion is the result of overall growth in the market for mobile telephony. The company's new employees and expanded production facilities are expected to secure its increased export volumes.

BRITT-MARIE WIHDÉN

Doppler technique opens doors

Two students attending the Chalmers Institute of Technology in Gothenburg, Mikael Sjöberg, 25, and Christian Edberg, 21, worked for **gothenburg** Ericsson Microwave this past summer developing a demonstration system to illustrate clearly and simply the principle behind Doppler radar.

"The best summer job we've ever had," said the two young innovators.

Mikael and Christian are electronic engineering students at Chalmers. Mikael will graduate next year, but Christian has two more years before he earns his engineering degree.

The young technicians spent the summer working at Ericsson Microwave core unit for Microwave and High-Speed Electronics in Mölndal, under the supervision of Jonas Noréus.

Their assignment was to produce a PC-based demonstration system for radar, which Ericsson will use in various study visits. Ideally, students from high school to the college/university level should be able to use the system.

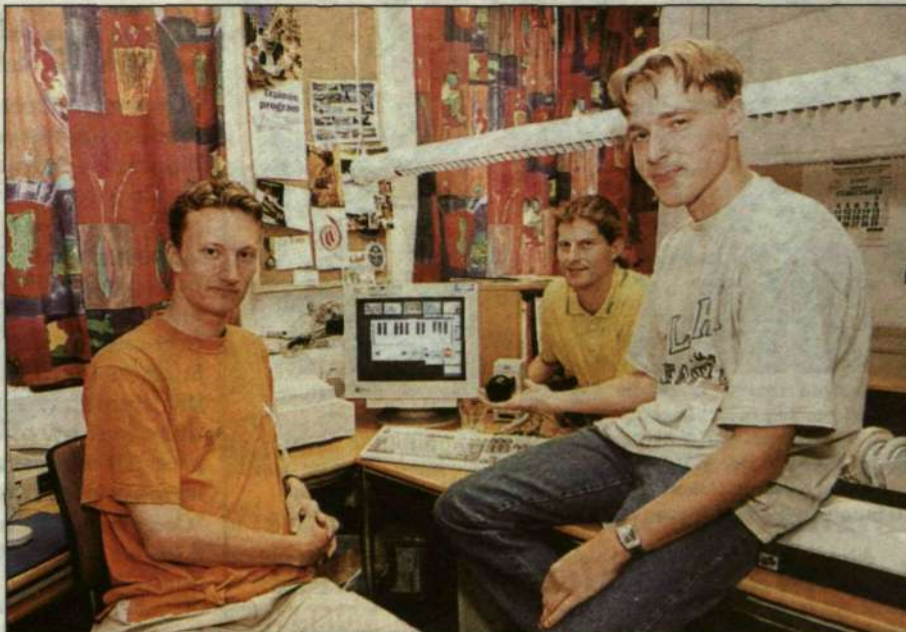
"We were given the basic framework. Then it was our job to produce the contents," says Christian Edberg.

Conventional technology

The choice of Doppler radar as the medium for development of a demonstration system was motivated primarily by the technology's availability in our everyday lives, which makes it suitable for demonstration purposes.

Among other applications, Doppler technology is used in automatic door systems and by police authorities to enforce speed limits.

After reading enough material to provide basic knowledge, the young men established



Working under the guidance of Jonas Noréus (in the background) of Ericsson Microwave core unit for Microwave and High-Speed Electronics, Mikael Sjöberg (left) and Christian Edberg, two students at the Chalmers Institute of Technology, have developed an educational demonstration system that show the principle behind Doppler radar.

contacts with persons working with Doppler radar technology at Ericsson. Expenses for procurements of software, A/D converters, PCs and a touch screen were also examined.

"The guys worked independently to a large extent, starting with fundamental radio waves and Doppler effects to advanced signal processing and programming," explains Jonas Noréus.

Experimental work

Results of their efforts so far include a basic platform for a PC program that makes it possible to easily and interactively observe the Doppler effect, and how it functions with the help of automatic door radar systems. The touch screen enables users to move a loud-

speaker, for example, with the tip of a finger, to observe how the frequency changes with the speed. In simplified terms, the program is designed to function like a technical glossary, but it also allows users to perform various experiments using the computer to study how the technology really works.

Christian Edberg and Mikael Sjöberg will continue to develop the demonstration system, adding large amounts of text before the program is ready for operation. Educational posters will be produced to describe the principle behind Doppler radar and how the demonstrations work. And, eventually, the new demonstration system will be introduced on the market.

Text and photo: CATHRINE ANDERSSON

Trainee program started at Ericsson Microwave

Ericsson Microwave will start a new trainee program this autumn.

Nine trainee positions have been made available for engineering graduates with preferred training in electronics, engineering physics and computer science.

The extensive work of choosing among all the applicants is currently under way.

The decision to start a trainee program for recent engineering graduates at Ericsson Microwave was made in the spring.

For a period of 18 months, nine men and women will participate in a training program that combines theoretical studies and

job assignments at various Ericsson companies.

Every trainee will know from the beginning where he/she will work after completing the program, and individual training will be adapted to his/her future job assignment.

Two trainee placements will be in Borås and seven will be made available in Mölndal. Each trainee will have a "home unit" and his/her own guidance counselor, who will be responsible for the program.

The trainee program was marketed during the spring through newspaper ads in Göteborgsposten, Ny Teknik and student newspapers at Chalmers and other technical colleges and universities. Personal letters were also sent to recent engineering

graduates, and posters were displayed at various institutes of higher learning. The deadline for applications was September 12.

Considerable interest

"We expected to receive a large number of applications just before the deadline," says Lars Semmingsson, who works with skills and management procurement in the personnel department. "Many engineering graduates have contacted us and overall interest in the program has been considerable."

It's important to generate a large selection field in order to make the best choices for participation in the trainee program.

NICLAS HENNINGSSON



The symbol on the plane's tail indicates its normal cargo, replaced for the day by Ericsson employees. Photo: THORD ANDERSSON

130 Ericsson employees to Geneva via airmail

It was early in the morning of September 10. More than 130 Ericsson employees gathered at Arlanda

arlanda Airport to board a specially chartered plane normally used by Falcon Aviation as an overnight airmail carrier. The mail bags were replaced by seats for the passengers.

At exactly 7:00 a.m., the plane took off, bound for ITU's Telecom Interactive '97 exhibition in Geneva (see also pages

12-13). The plane landed in Geneva about 9:30 a.m. Palexpo, the site of Interactive, is within walking distance from the airport. A one-day visit to the exhibition awaited the plane's 130 passengers.

In time

The charter flight idea came from Anna-Karin Klinteskog, marketing communications manager of the public networks unit of Ericsson's Infocom Systems business area. Britt Gunnarsson, who works in the information department of

Infocom Systems, managed the details and "Ask Mr. Nilsson AB" took care of the charter flight arrangements.

The airplane charter concept is an effective and economical method that can be used to transport a large number of Ericsson employees, providing them an opportunity to participate in important international exhibitions, for example.

At exactly 5:40 p.m., the plane was airborne again, and most passengers were at home in time for the evening newscast.

THORD ANDERSSON



Many people deserve credit for the new test plant's excellent results, primarily project manager Mamoud Payam, to his left Niclas Reinikainen and Rolf Jönsson, the back row Åke Larsson, Lars Dahlbäck, Peder Malmjöf, Mikael Jansson, Jan Dahl, Jonas Rask, Bertil Nilsson, Håkan Rannestig and Rolf Holm. The group also involves Olav Andersen och Lars Granbom.

New plant reduces test times

A completely new automatic test plant installed recently at Ericsson Radio in Gävle has revolutionized test times on receiver circuit boards in RBS 2000 radio base stations. A year ago, the average test time was 15 minutes, which was later reduced to 9.5 minutes. The new installation plant conducts the same and other new measurements in 19 seconds, a reduction of 96.6 percent.

In addition, costs incurred for test software and instruments have been cut in half, from SEK 1.6 million to SEK 0.8 million.

"The reduction in test times is a reflection of smarter measurements. We haven't taken anything away from the test procedures. Instead, we measure other parameters to achieve the same measurement values," explains Mamoud Payam, project leader.

The status of components can also be monitored in the new test plant, allowing production management personnel to replace them before they cause malfunctions.

Including both software and hardware, the new test installation at the Gävle plant has a completely new design. Its objectives were achieved thanks to the dedication and hard work of the team, according to Mamoud Payam.

The design and construction project is complete, all technical objectives were met on time, and full implementation of the test plant started on September 4th in a ceremony attended by representatives of the local press and Gävle plant management.

The advantages of the new test plant have also been demonstrated for design departments in Kista and representatives of Ericsson's facilities in Bilbao, Spain and Lynchburg and Dallas in the U.S. Everybody has been extremely impressed with the test plant's fantastic results.

"Our factories in Gävle, Spain and the U.S. test a very large number of receiver circuit boards. If our test plant can be installed at all the factories, Ericsson would benefit from considerable savings of time and money," says a satisfied Mamoud Payam.

BARBRO ALBREKTSSON/
INGER BJÖRKLIND BENGTTSSON

Ericsson Components at Swedish Industries Fair

Component/Electronic Production, the year's biggest electronics exhibition in Sweden, attracted nearly 400 participants to the Swedish Industries Fair in Gothenburg recently. Ericsson Components Distribution was naturally there to show off its new products and establish new business contacts.

"Component '97 is a major event for all electronics companies," says Ulf Gladh, Head of Ericsson Component Distribution.

"We showed the latest developments from our various manufacturers" he continues.

Broad product range

Ericsson Component Distribution has about 100 employees working at sales offices in Sweden, Norway, Denmark and Finland. A new sales office will be opened in Germany at year-end.

The company is Sweden's largest distributor of electronic components, with annual sales of approximately SEK 600 million. Sales to companies outside the Ericsson organization account for about 85 percent of total revenues.

Products sold through Ericsson Component Distribution cover the full gamut of electronic components, and the company represents a large number of manufacturers of semiconductors, connectors,



Photo: CATHERINE ANDERSSON

"Sales of electronic components place strong demands on specialist skills and flexibility," says Ulf Gladh, manager of about 100 employees at Ericsson Component Distribution.

passive components, power supply equipment and industrial PCs. Suppliers are based in Japan, the U.S., the UK, Germany and other countries, including companies like Toshiba and Hitachi, Berg and Panasonic. Ericsson Component Distribution serves more than 60 manufacturers.

"We make determined efforts to contract new manufacturers and broaden our range of products," Mr. Gladh continues. "Recently, for example, we became the agent for Linear Technology, a highly reputable manufacturer of linear circuits, which has filled a critical gap in our product portfolio."

Tough competition

Competition from foreign distributors is particularly in-

tense, says Ulf Gladh, and it's essential that Ericsson Component Distribution is the first distributor to reach customers with the best logistics concept.

Capture 20 percent

"Our goal is to capture about 20 percent of all markets in the product areas we represent."

Most of the company's employees are electronic engineers with special skills and expertise in various product areas. Their work places particular demands on flexibility and speed.

"They meet customers every day, and many of them want immediate service and assistance. Our job is to constantly provide technical assistance to satisfy their needs," Ulf Gladh concludes.

CATHERINE ANDERSSON

Gala inauguration of new production facility

Ericsson Mobile Communications in Kumla recently inaugurated the latest 15,000 m² addition to its production facility in a circus atmosphere.

"Circus Laugh" entertained all employees and their families in

a circus tent next to the factory building.

Sven Nilsson, newly appointed manager of the Kumla plant, staged a spectacular entrée during the premiere performance, riding a circus horse into the opening ceremony.

A more traditional inauguration ceremony was held earlier in the day, when Örebro Country Governor Gerd Engman declared the new facility officially open in a solemn speech and ribbon-cutting rite.

The production plant's total surface area is now 70,000 square meters, including facilities for production, offices and a cafeteria.

Despite its recent inauguration, the expanded plant is already crowded, and construction has been started on a new 1,500 m² office building. Plans are also being made to build a recreational facility for employees and a new reception hall. Construction will begin this autumn.

During the past five years, the

number of employees in Kumla has increased from 800 to 3,300. The factory is under constant expansion, and confidence in the future was a dominant theme in the inaugural speeches.

"Our future lies in change," said Johan Siberg, Senior Vice President of Ericsson's Mobile Telephones and Terminals business area, who also attended the inauguration ceremony. Mr. Siberg said the rapid rate of development in mobile telephony is one of Ericsson's major strengths today, and explained the true significance of GSM to 100 specially invited guests at the inaugural luncheon.

"GSM stands for God Sent Mobiles," Johan Siberg declared in jest.

During the luncheon, Annika Eriksson, a commissioner of Kumla Municipality, also presented the Company with a gift of SEK 40,000. The money will be used to commission sculptures to enhance the factory area's esthetic value. White Architects, also wanting to embellish the factory yard, donated four works of art.

MARIA GRANATH

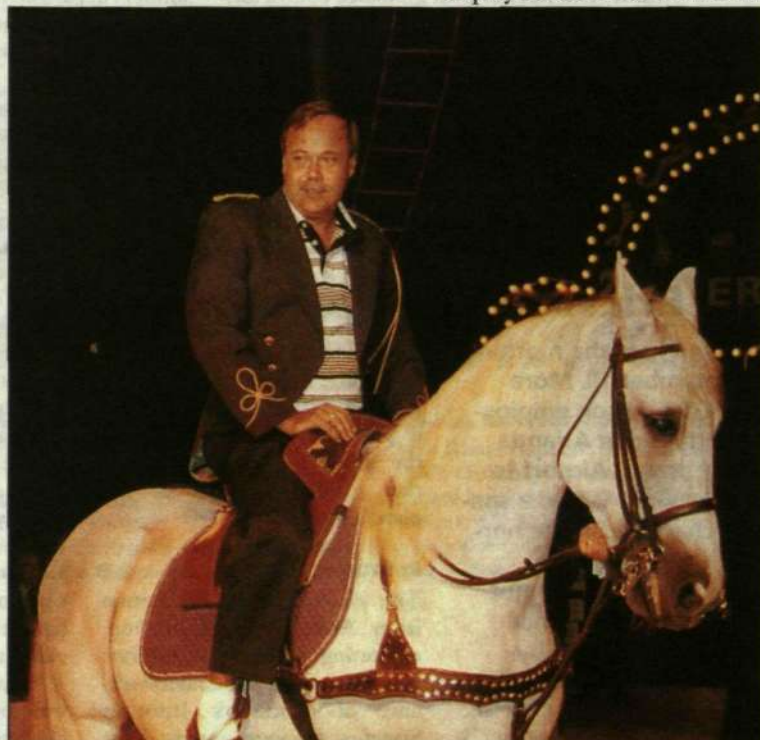
Visit Energy Systems at Intelec '97

■ Intelec '97, the International Telecommunication Energy Conference, will be held October 19-23 in Melbourne, Australia. Intelec is a

Melbourne

global conference for the telecom energy industry.

Ericsson Energy Systems will be represented for the 19th consecutive year, meeting established and new customers and exchanging opinions and views on energy and telecommunications.



Sven Nilsson, new manager of Ericsson's factory in Kumla, made a widely applauded entrée to the circus premiere astride a circus horse.



New education program in IT and telecom

An 80-credit Information Technology (IT) and telecommunications educational program has been started in Södertörn.

Södertörn The new course of study was developed in cooperation between the Royal Institute of Technology, the Municipality of Nynäshamn, Ericsson Radio Systems' factory in Nynäshamn, Teligent and Telia Validation.

Post-high school studies adapted to specific needs of local industry have been started in several locations throughout Sweden. The new curriculum in Nynäshamn is a two-year computer and telecommunications program called "Tel-II." The Municipality of Nynäshamn will be responsible for the Government-subsidized teaching program, with the Royal Institute of Technology providing quality assurance.

Practical training position

The program is also being supported by Ericsson, Teligent and Telia, which will also provide on-the-job practical training positions for students, who will spend one-third of their study time working on real projects.

"Our support and participation in establishing this type of local education is a means of increasing our access to skilled personnel for future business needs," says Georg Norberg, education and training manager at Ericsson's factory in Nynäshamn. "In addition to practical training assignments, we will offer our expertise and supervisory personnel in practical training segments of the project."

Ericsson employees

Ericsson received 115 applications from persons seeking 20 available positions. The training program was started a few weeks ago, with students assigned the task of building their own computers.

The curriculum also includes courses in mathematics, electronics, project planning methodology, computers and computer sciences, data and telecommunications.

Five of the applicants accepted are already



Ulrika Berg and Fredrik Lundberg are two Ericsson employees who has been taken in to the education. Photo: BERT BJÖRKLING

employees of Ericsson in Nynäshamn.

"It's exciting and enjoyable to try something new, something that will hopefully enhance my future potential," says Fredrik Lundberg, in complete agreement with Ulrika Berg, both of whom have worked as filter fitters in the Nynäshamn plant for two years.

"I like the concept of switching back and forth between classroom instruction and practical training. And if I find something really exciting, I might continue my studies," says Fredrik, who would receive credit for "Tel-II" if and when he decides to pursue an engineering degree at the Royal Institute of Technology.

NILS SUNDSTRÖM



A different kind of sand castle

Ericsson's mobile telephones are a well-known and widely used commodity. Everybody knows that! Now they have also provided inspiration for some participants in the annual sand castle competition in Falsterbo, Sweden.

This year's contest was held, as usual, on the beaches of Falsterbo. Included among the many fantastic works of "sand art" eventually washed away in the surf was the "beach telephone" seen at right.

SVEN CARLSSON

Download your Ericsson screen saver

Several screen savers designed especially for Ericsson are now available for download at a web site maintained by Ericsson's facility in Research Triangle Park in the U.S. at the following address: <http://gryphon.rtp.ericsson.se/pit/>

When you reach the web site, click on "Demos" and choose "Screen savers." An entire series of screen savers will then appear.

Under "See it in action," click on "Ericsson Clip Art" and follow the instructions.

"Screen savers" will also show several other Ericsson products and advertisements. It was produced for the American market, as reflected in the selection of products displayed.

At the same web site, you can also learn all about the Department of Processes and Information Technology, Ericsson's U.S. division of mobile telephony, which offers the screen savers.



Photo: KARL-EVERT EKLUND

Visit by Crown Prince of Thailand

During his official two-day state visit to Sweden recently, Maha Vajiralongkorn, Crown Prince of Thailand, visited Ericsson's head office in Stockholm. In addition to a tour of the head office building, the Prince also had lunch with Lars Ramqvist, President and CEO of Ericsson. The future monarch of Thailand was invited to Sweden by HRH Carl XIV Gustaf, King of Sweden. The state visit generated considerable media attention in Thailand.

A different kind of conference i Vienna

"Transformation...for Real!" was the dominant theme at a meeting September 8-10 in Vienna of 200 management staff members of the Switching unit's global organization. During a period of 48 intensive hours, every person at the meeting became involved in a project designed to create New Switching and convey the changes throughout the organization.

Switching management personnel who may have come to Vienna thinking they were going to lean back, sit and listen were soon proved decidedly wrong. Instead, the agenda featured interactive group work amid tennis courts and swimming pools that were used rarely. Questions arose and were answered continuously, fueling the process of group work. Lunch was served on the tennis court, which later was the site of more than 20 stands that displayed ongoing projects and activities. Busy workshops were conducted nearby. The objective—to involve all the participants—was built exclusively on active participation by every member of the 200-plus delegation.

Transformation

New Switching is the working name of a transformation process now in full swing at all levels of Ericsson's Switching operations. The process of change is designed to create an organization characterized by speed, flexibility and candor. Words we have all heard before, of course. In view of the enthu-

siasm and determination shown in Vienna, however, there is every hope this particular effort will succeed.

Establishment of a vision

Twelve key concepts of change are included in the initial transformation stage, which will span a period of 100 days. The establishment of a vision, identification of new business opportunities, narrowing the gap between Ericsson and its customers, new product units, a system architecture adapted to the new approach and more innovative activities highlight some examples of the philosophy. A substantial percentage of future Switching sales will be booked in completely new market sectors, Home Communication, for example, and Voice-over-ATM. The ideal scenario shows a group of small "companies" in a large organization with overall global responsibility, from concept to customer.

48-hour marathon meeting

Everything should be in place by December 1998. The expectations of Göran Olsson, manager of Switching, were expressed clearly. His declared objectives for the year 2001 include an earnings increase of SEK 10 billion, shorter Time-to-Market, above-average profitability and a 100-percent increase in productivity per employee. Obviously, concerted efforts are required immediately. After an intensive but rewarding conference, effects of the 48-hour marathon meeting began to show on the participants, but they returned home filled with enthusiasm to transform theories learned in Vienna into action programs.

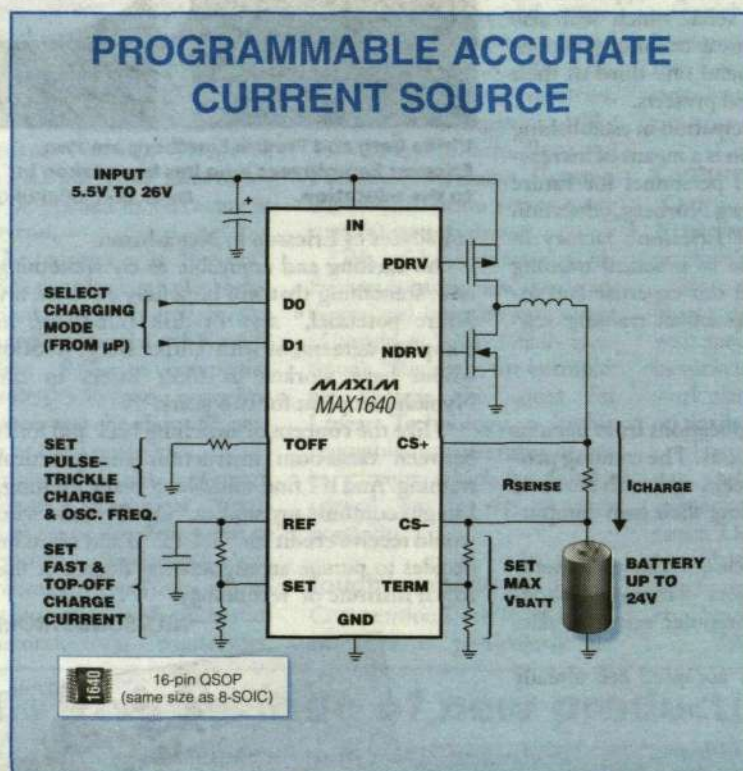
ANNE LEHES LÖWENBERG

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vacancies

AT ERICSSON

■ This is a selection of vacancies within the Ericsson corporation. They are published in the electronic News system, which is being updated once a week.

For further information about advertising here, send a memo to LME.LMEJOB.

Contact no. 14 1997

Updated September 22

in sweden

Ericsson Radio Systems AB, Kista

EVENTS MANAGER

Around the world, wireless and PCS market are growing rapidly. D-AMPS/AMPS systems today serve over 50% of the world's subscribers. Our mobile telephone system, CMS 8800, is the world's most sold system, all standards considered.

● You will be responsible for the management of internal and external events in the Communications Department of Cellular Systems - American Standards (RMOA). We are a dynamic and growing department in an exciting business unit and an explosive industry. The scope of this position includes developing the strategic plan and managing the project flow, execution, development and budgeting for worldwide events.

In this capacity you will provide support and direction to an event staff of three, who focus on internal events, external events and demos respectively. Within the structure of the organization, you will also work actively with regional project managers, sales and marketing personnel and local companies to ensure consistent and effective presentation of RMOA's messages and products.

Externally, you will work together with conference organizers and industry groups to promote Ericsson and the D-AMPS (IS-136) digital wireless standard. You will also work closely with vendors to create the best possible support materials for events.

Ideally you have experience within Ericsson and an MBA or equivalent. Knowledge of RMOA products and customers and/or the wireless industry is a plus. You are energetic and willing to take the initiative and the time to meet project deadlines.

You should have the ability to work diplomatically yet effectively across business units to ensure good representation of RMOA in corporate events.

You are detail-oriented and have strong time management skills. Willingness and ability to travel is important. Fluency in English is essential. Fluency in Spanish is a plus.

Contact: Lawrence Masle, memo-id: ERA.ERLAWR, phone: +46-8-764 13 50 or Göte Hedblom, memo-id: ERA.ERAGGHE, phone: +46-8-764 17 27. Application in English: Ericsson Radio System AB AH/H Göte Hedblom 164 80 STOCKHOLM

Ericsson Radio Systems AB, Kista

MANAGER TELECOM MANAGEMENT SOLUTIONS (TMS) BRAZIL AND MALAYSIA.

The Business Unit for Telecom Management Solutions, RTMS, is spreading its wings. We will establish regional TMS organisations at 4 locations world-wide starting with Sao Paulo, Brazil and Kuala Lumpur Malaysia. We are looking for managers who will build-up these organisations and make them successful.

● This local TMS organisation will be responsible for the Marketing Support as well as the Supply of our Services and Products regarding Network Operation & Maintenance, Network Management Services i.e. MMIS, Business Operation Support Services i.e. Billing, Fraud, Customer Care and Business Development Services.

The local TMS manager will report directly to ERA/NC as well as the MLC management. The Manager will be responsible for: Organisational Development. Development of the TMS Business in the region.

Requirements for the candidate: At least 10 years working experience from one or more of the following areas: Mobile Telecom Operator environment (management position). Business Operations within Mobile Telephony Systems. Customer Services. Operation/Development of Mobile systems.

The candidate should also have the following qualifications: Excellent proven managerial skills. Excellent Language skills, English and in the case of Brazil, Portuguese and/or Spanish. Excellent negotiation skills. Proven social capability. Adaptability to foreign cul-

tures and working environments. Master of Science degree in e.g. Electrical Engineering, Economics or Business Administration.

Contact: ERA/NC Bo Carlgrén, phone +46 8 757 1260, memoid ERA.ERABOCA or ERA/NRC Bernhard Nijenhuis, phone +46 8 404 4702, memoid ERAC.ERAHUIS. Application: Ericsson Radio Systems AB. ERA/NHS Ingrid Wideberg, 164 80 Stockholm.

Ericsson Radio Systems AB, Kista

MANAGER, MARKETING MANUALS

Cellular Systems - American Standards is one of the fastest growing business units within Ericsson Radio Systems. We are expanding rapidly and many challenges await us.

Within the Technical Sales Support Unit we support the Sales and Marketing departments, Local Companies and Field Support Staff with product documentation of the CMS 8800 Product Line. All these documents are collected in the Marketing Manual. The Manuals are distributed on the WWW, CD-ROM as well as on paper.

● You will be responsible for supplying the users with up to date, high quality information. You will lead quality improvement projects, to continuously improve the manuals and working procedures. You will manage a team producing and distributing the documentation and together with our Local Companies in USA, Mexico and Brazil you will co-ordinate the production and translation of documents.

You probably have a background as a MSc or BSEE. Project managing experience is required. Creativity, goal orientated, organizing ability, flexibility, problem-solving and to be co-operative are other requirements. You should also be able to express yourself easily, clearly and instructively in English. Other languages, such as Spanish, are a merit. Computer familiarity and knowledge of telecommunication are other merits.

Contact: Johan Sjödin, +46-8-757 0575 or Göte Hedblom, +46-8-764 1727 Application: Ericsson Radio Systems AB KI/ERA/AH Göte Hedblom 164 80 Stockholm

Ericsson Telecom AB, Public Networks Switching, Systems Roll Out, Performance Improvements

PROJECT QUALITY MANAGER

The unit Systems Roll Out is running a number of big multinational development projects aimed at generating new products for Public Networks applications. Our aim is to be No 1 in our area. Within Systems Roll Out the unit Performance Improvements (PI) is responsible for Quality Management (QM), as well as Process Improvements and Software Metrics. We are 19 persons in the unit PI, whereof 9 are in charge for QM.

● We are now looking for persons to join the QM function as Project Quality Manager.

The main objective of the QM function is to ensure that the right quality is achieved within our total projects. You will be part of a group working actively in total projects to set new and higher standards for the quality.

Your tasks will be to: plan, manage and follow up quality activities in the project, e.g. prepare the Quality Plan, conduct audits, prepare quality predictions based on measurements (PQT and others) etc. realise the Opportunity For Improvements (OFI) process within the project, plan and perform risk analyses in the project, improve our way of working.

You are expected to be a Master of Science (or similar) in CS/EE, with knowledge of Statistics and/or Quality Practices, as well as of Ericsson SW methods. You have 3-5 years of experience in Project Management within the Ericsson organisation as well as experience with international work.

Furthermore, you should have good communication skills and have natural abilities for team work.

We offer you a challenging work in an international environment with opportunities to get future engagement within the improvement and project management area. We are located at Telefonplan (TN building) in the beautiful Stockholm.

We invite both ETX internal applicants and applicants from Ericsson abroad.

Contact/Application: Stig Leitner +46 8 719 20 77 ETX.ETXSLR QM team, Nils-Johnny Kristensson +46 8 719 32 14 ETX.ETXNJK PI Manager, Susanne Norström +46 8 719 06 59 ETX.ETXSUNO Human Resources, Göran Lönnqvist +46 8 719 56 75 ETX.ETXGLQ CF representative, Miguel Romero +46 8 719 13 45 ETX.ETX-MAR SIF representative.

Ericsson Radio Access AB, Kista

AREA SALES MANAGER - USA/CANADA

● We are looking for an Area Manager to take the challenge of one of the biggest and commercially most developed cellular markets in the world - USA/Canada.

Your main tasks will be handle market and sales activities toward major accounts in USA and Canada. The responsibility includes order intake and establishment of long-term customer partnerships. The job is done in co-operation with our local Ericsson sales offices.

To be successful in this position you will need: excellent interpersonal and communication skills, a university degree in M.Sc and/or a MBA, at least 3 years working experience from international system sales or sales of system components.

This job includes a substantial amount of travel and will also give the opportunity to live in USA for a shorter or longer period of time.

SENIOR PRODUCT ADMINISTRATOR

● We are looking for a new team member to the sales and marketing department who can take on the challenge of improving the administration of our products. You will play a key role in the interface between product design, procurement and marketing by securing the availability of correct and consistent product information in product databases, pricelists, marketing material etc. You will also be responsible for our product catalogue and follow our products during their entire life cycle from design to phase out.

To be successful in this position you should be goal oriented and have good interpersonal and communication skills. You should have experience from product administration and logistics and be interested in broadening your skills towards marketing. Experience from work in computerised product administrative systems is a must.

MARKETING SUPPORT - RF & SYSTEM TECHNOLOGY

● To meet the growing demand on RF system components we need one or more engineers who wants to broaden their experience towards sales and marketing.

You will join our team of radio and cellular experts and be ready to help our customer to solve application by phone, fax and at our customers sites all over the world!

To be successful in this job you should have experience from RF design, cellular network design, cellular system design or verification. The job includes travel and will give the opportunity to get contracts for employment abroad for longer or shorter periods of time.

Contact: Ulf Hagström, phone +46 8 757 0224 or Lars-Åke Eriksson, Human Resources, phone +46 8 404 3865 Application: Ericsson Radio Access AB, HPS Pia Bolmgren, Box 11, 164 93 STOCKHOLM

Ericsson Radio Systems AB, Kista

PROJECT MANAGER - CUSTOMER SATISFACTION

Customer Satisfaction - The key to our success
The Operational Development department within Sales & Market Operations, for Cellular Systems - American Standards is looking for a person to work with activities, required to increase customer satisfaction.

● You are a person with project management experience, you have a good understanding of what is needed by the cellular operators today.

You will be working closely with the improvement actions required within Sales and Market Operations activities to get an increased customer satisfaction.

You should have completed a university degree (B.Sc., M.Sc. or similar) have at least 5 years experience in the cellular industry. You must have a structured

way of working, be a good communicator and be fluent in English.

The Operational Development department is a young and enthusiastic team, that is looking forward to get an additional member.

Contact: Göran Sköldberg, phone +46 8 404 7340, memoid ERA.ERAGSG Application: Ericsson Radio Systems AB AH/H Göte Hedblom 164 80 STOCKHOLM

Ericsson Telecom AB, Kungens Kurva Agreement & Price Strategy

At Ericsson Telecom AB, Public Network, within the Multi-Service Access the marketing unit shall be extended regarding Agreement & Price Strategy. For this is foreseen three members with the following aims:

BUSINESS

AGREEMENT MANAGEMENT

PRICE STRATEGY MANAGEMENT

FINANCIAL STRATEGY MANAGEMENT

● Price strategies create a flow of the financial capital and needs therefore arranged in Agreements to form the interplay between a customer and the internal and external companies.

Business agreement management: The main responsibility of the work is to create and maintain agreements to ensure product and service deliveries from internal and external companies regarding the multi-service access products. It does also include to support in agreement matters in connection with customer business.

Price strategy management: The main responsibility of the work is to create suitable sales objects of the multi-service access products and define the market price and costs for these. It does also include to create dimension rules as support to different sales organizations.

Financial strategy management: The main responsibility of the work is to foresee and follow up the capital flow of the business, with a customer and the internal and external companies, in which multi-service access products are involved. It does also include to always have an overview of the business situation.

Contact: Hans Thanger KK/ETX/PN/MSM telephone +46 (0) 8 719 24 85, memoid ETX.ETXTR or, Catarina Larson Åstrand KK/ETX/PN/MS telephone +46 (0) 8 719 0836 memoid ETX.ETXLCAT.

Ericsson Business Networks AB Sundbyberg

Radio Access is a fast growing and dynamic unit within Public Networks. We are responsible for Ericsson's radio access products including but not limited to CTM, SuperCordless and the WLL-products DRA 1900 and RAS 1000, AIRLINE. The market demand for our products and services in experiencing tremendous growth throughout the world. This of course provides for new, exciting and challenging opportunities in the emerging wireless access arena.

BUSINESS TOOLS AND PROCESS DEVELOPER

The demand for radio based access products and services are increasing. In order to meet the market expectations and improve our competitive strength the Radio Access - Marketing and Sales organisation have decided to reinforce our focus on process management and the development of marketing and sales tools.

● We are looking for an energetic person with initiative and drive who can help us improve the business process within the Marketing and Sales organisation and take the responsibility to develop marketing and sales tools.

Your main responsibilities will be: Planning, introduction and continuous improvement of process management within the marketing and sales organisation. Development and introduction of marketing and sales tools to the organisation. Participation in the Product Units business related process management work. Initiate benchmarking activities demonstrating the benefits of improved working methods.

We believe that you meet the following requirements: Process management competence and/or good experience from work related to the business process/customer supply flow within Ericsson.

Experience from working with and/or developing different kind of computer based marketing and sales tools. Excellent interpersonal and communication skills. Documented experience of marketing and sales in an international environment. Ability to initiate and create change.

The position is at Business Development, Marketing and Sales.

MARKET COMMUNICATIONS SUPPORT

We have the responsibility for market communication of the Radio Access product portfolio and are expanding the organisation by looking for a person to start working as market communications support.

● Your main responsibilities will be: Information update of the Radio Access organisations communication on the WWW. Administration and distribution of mar-

coms materials within the Ericsson organisation and to customers. Administration of give-aways. Support to the market communications department.

We believe that you meet the following requirements: Minimum 2 years of work experience. Good interpersonal and communication skills. Team worker with a positive, energetic and ambitious character. Ambition to make a career within IT-based marketing communications. Fluent in English.

Contact: Susan Törne Henningson, phone: +46 (0)8 764 0382 alt. mobile phone +46 (0)70 6522 140, memo-id EBC.EBCSUTH. Application: Ericsson Business Networks AB RAH Anna Sandström, 172 87 SUNDBY-BERG

Ericsson Telecom AB

BUSINESS MANAGER – NEW AND GLOBAL OPERATORS

The segment New and Global Operators is expanding rapidly. We are addressing these business opportunities in a separate unit within Business Unit Public Networks. Our target is new operators for fixed network on deregulated markets. These operators differ a lot from the traditional PTs. They form their business on gaining new customers. Our role is to provide total solutions including suitable products and customer services. We have to be very business oriented.

● The Business Manager at PNGMO is overall responsible for the PN net sales, order bookings and consolidated customer contribution regarding the assigned customers in assigned countries. The Business Manager is responsible for the following: Co-ordinate offerings of total solutions for customers. Develop and maintain a good understanding and knowledge about the new operator market in the assigned country. Identify new customer prospects and agree with the MLC/LC on sales organisation and product/service offering. Ensure application of standard products and solutions whenever possible. Ensure consistency in offerings to different customers in the assigned country and globally.

We are looking for persons with the following skills: Technical and/or commercial education combined with marketing skills. Customer oriented as well as business oriented thinking. Speak and write fluent English. German, French, Spanish and/or Italian is a merit. Like to work hard in a small unit, in an international environment with frequent travelling.

If you are a commercially oriented person with experience from marketing or product management who likes new challenges,

Contact: Gösta Körlof phone +46 8 719 6505 memo id ETX.ETXKOER Magnar Ringås phone +46 8 719 4907, memo-id ETX.ETXMRIN José Luis Martínez phone +46 8 719 0678 memo id ETX.ETXLRM or Dick Ryberg phone +46 8 719 1238 memo id ETX.ETXDR

Ericsson Radio Systems AB, Kista, Kista

AREA SALES MANAGER – RUSSIA

Cellular Systems - American Standards (RMOA) is one of the fastest growing business units within Ericsson Radio Systems. We are the market leader for cellular telephone systems and services based on D-AMPS/AMPS. Today, over 50% of the world's cellular subscribers are served by D-AMPS/AMPS systems.

● We are looking for an Area Manager, who can take on the challenge to further develop our business in Russia.

You have completed a university degree (B.Sc., M.Sc. or similar), have at least 3 years working experience, preferably from international system sales. Fluency in English, knowledge in the Russian language, is an asset but not an absolute must, and excellent interpersonal and communication skills. Your main responsibilities and tasks will be Marketing and sales activities towards our major account, commercial and technical support of the local Ericsson company in Russia, frequent visits to the region and formulating market plans.

You will be involved throughout the whole sales process starting with the initial sales activities, tender preparations to contract negotiations and our extensive service offering. You will work in a stimulating small team environment.

Contact: Ulf Engberg, phone +46 8 404 6621 Application: AH/H Göte Hedblom Ericsson Radio Systems AB 164 80 Stockholm

Ericsson Radio Systems AB, Kista

AREA SALE MANAGERS – EUROPE, MIDDLE EAST, CENTRAL ASIA & AFRICA

Cellular Systems - American Standards is one of the fastest growing business units within Ericsson Radio Systems. We are the market leader for cellular telephone systems and services based on American Standards D-AMPS/AMPS. Today, almost 60% of the world's subscribers are served by D-AMPS systems.

● We are now looking for Area Sales Managers, who are ready to take on the challenge in working with sales and marketing of our systems within the region including Europe, Middle East, Central Asia & Africa.

Your main responsibilities and tasks: Sales and marketing towards new customers and prospects on estab-

lished markets (e.g. Russia) as well as on new unexplored markets within the region. Find and go for business opportunities in new markets. Provide commercial support to our existing Ericsson Local Companies (LC). Frequently visit customers and prospects as well as LC's. Build up CMS8800 sales competence at LC's. Establish and update Tactical Market Plans for the markets.

You will be involved throughout the whole sales process starting with the initial customer contact to contract negotiations. You will be working in a team of experienced and highly motivated sales and sales-support people and we can promise you a job that will develop and enhance your skills in business management.

Qualifications and experiences: Commercial sense and experience. Sales & marketing oriented. At least 3 years experience from international system sales. A hunter with the drive, experience and skill to sell our systems to customers on new and existing markets. University degree M.Sc. or similar. Fluent in English. Knowledge of Russian would be an advantage.

Contact: Eddie Åhman, phone +46 8 404 2280 Application: Birgitta Stavenow AH/H Ericsson Radio Systems AB 164 80 Stockholm

Ericsson Radio Systems AB, Sundbyberg

CHALLENGING POSITIONS, AXE IMPLEMENTATION SERVICES

The unit Product management AXE Implementation is responsible for the product portfolio for AXE Implementation Services for GSM systems. This means to develop and support services for implementation of AXE that are profitable for RMOG, and are perceived as effective and competitive by our customers.

The unit is recently established and we are now looking for candidates that are interested to participate in the build up. This will give big opportunities to influence the future work and the structure of the new unit.

PRODUCT MANAGER

● The responsibilities includes: definition, development and maintenance of the service portfolio, internal marketing, business and sales support to MO/MLC/LC, develop and communicate price strategies, develop contract models.

Required qualifications in order to be successful in this position are: business orientation, experience from implementation projects and/or product management, good communication skills, interest in establishing contacts, and to create results together with other people in the organisation, experience as project manager or line manager is an advantage, good knowledge in English, good communication skills (verbal and writing).

OPERATIONS

● The responsibility includes: follow up and analyse measurements regarding cost, efficiency, lead-time, quality in customer projects, models for project calculation, handle requirements regarding implementation.

Required qualifications in order to be successful in this position are: business orientation, experience from implementation projects and/or product management, good communication skills, interest in establishing contacts, and to create results together with other people in the organisation, experience as project manager or line manager is an advantage, experience from follow up of projects concerning economy, goals etc. or equal, good knowledge in English, good communication skills (verbal and writing).

Contact: Lars Hult, phone +46 8 404 68 59, memoid ERAC.ERALAHU or Agneta Hjertén, Human Resources, +46 8 757 29 02, memoid ERAC.ERAHER Application: Ericsson Radio Systems AB ERA/SG/LZ/HS Towa Raak, 164 80 Stockholm

Ericsson Utvecklings AB, Älvsjö

PRODUCT MANAGER, CENTRAL PROCESSORS

UABIBIX is responsible for product management of the AXE Control System and for the total product offerings within the AXE Platform. Currently, the AXE Platform is aggressively upgraded to meet more and more demanding requirements from old and new applications. One area, given high attention, is the Central Processor area where the development is very much driven by continuous need for more capacity, ultimate robustness and fault tolerance and more productive application design environment. We are now looking for a new member for the Central Processor product management team.

● WORK TASKS: For the Central Processor product portfolio the position includes among other things: A consolidated business responsibility. Superior budget and priority responsibility for the product development. To act as the main product area interface towards Business Units. To issue of Product Programs, Plans and Strategies. To issue main requirement specifications with respect to new functionality and characteristics. Release planning, i.e. a packaging of the product plan into system issues To act as orderer of de-

velopment work. Active monitoring of the product through its life cycle by active customer follow up activities and production control, including product phase outs.

QUALIFICATIONS: Knowledge of the AXE system as well as a business and customer orientation. Some experiences from line or project management are appreciated.

Contact: UAB/B/X Leif Håkansson, Phone: +46 8 727 4110, Memo: UAB.UABLIH, Email:

Leif.Hakansson@uab.ericsson.se. or UAB/B/X Agne Jönsson, Phone: +46 8 727 3015, Memo: UAB.UAB, Email: Agne.Jonsson@uab.ericsson.se. Application: ÅL/UAB/P Anna Henricsson

Ericsson Business Networks AB

PRODUCT SUPPLY MANAGEMENT, DRA 1900

Product Supply Management is a recently formed area of responsibility within the DRA 1900 organisation. Our task is to ensure the profitability of the business by concentrating on Cost of Sales as well as securing an efficient production and logistical flow for our product portfolio. Added to that, we will also be in charge of various issues in the area of Operational Development.

Our responsibilities: Like for all young organisations, there is a need to look over, develop and improve the processes and procedures by which we work. This affects all parts of our business, from the marketing and customer side in one end to the manufacturing, implementation and customer support side in the other.

We will also more specifically be involved in issues like: Being the DRA organisation's major interface towards the production end of the process. Follow up, analysis and understanding of the factors affecting Cost of Sales - and the driving force in trying to reduce CoS. The forecasting process, especially handling product modification, new releases, customer tailored solutions etc. Field repairs and quality in the field, the ordering procedure, spare parts, Co-operation and coordination with Operations, Radio Access

● We need to build a group to address these issues and are therefore initially looking for 2-3 individuals. You look forward to the chance of belonging to a small, enthusiastic team, being a part of a product organisation with vast market opportunities into the next millennium. Our efforts will greatly affect the profitability of the business and enable us to work together with high quality, both internally and external.

Your background and interests: Depending on your and your future team mates' competence, background and interests, we will split the responsibility areas between us. Your background might either be academic or more based on experience. A knowledge in the field of Production Economy has high priority, familiarity in areas like Operations Management/research and Logistics will be to your advantage, and a process inspired way of thinking a plus. As a person, you are a team player with a talent for structure, but still a wish to work in a dynamic environment.

Contact: Stefan Bengtsson, E-mail Stefan.Bengtsson@ebc.ericsson.se, Memoid: EBC.EBCSBEN, Phone: +46 8 764 0695

Ericsson Radio Systems AB, Kista

PRODUCT MANAGER – WIRELESS DATA

Would you like to work with the exciting merger of Internet and wireless communication technologies? Wireless Internet and Intranet access are expected to be the next major steps in the evolution of wireless services. Wireless industry analysts suggest that soon every digital wireless phone will provide both PSTN and web access.

In the Cellular Systems - American Standards Business Unit, we have recently launched a product for wireless IP. It is based on the Cellular Digital Packet Data standard for packet switched radio access and is integrated in our D-AMPS/AMPS products. We are currently working to provide wireless IP services on circuit switched connections. To be successful we need to have good knowledge also in end-user applications and total solutions. Not only to be able to understand how our products will be used, but also to be able to respond to customer requirements for guidance on how to provide attractive end-user solutions.

● As a product manager your responsibility is to make sure that we have a competitive and profitable product portfolio. You will consolidate market requirements, define product strategies, product plans and main product requirements.

You will also be responsible for technical sales support for our products. The sales support role implies customer presentations and preparation of proposals, all in close team-work with our global marketing and sales organization.

In this position you will have extensive international contacts with many opportunities to travel.

We are looking for a person that posses product management skills, is people oriented and has good verbal and written communication skills in English and Spanish. It is a great advantage if the applicant has experience from data communication or IT.

Contact: Lars Wetterborg, phone +46 8 757 3765, memoid ERA.ERALWEG Application: Ericsson Radio Systems AB, AH Anette Spångberg, 164 80 STOCKHOLM

Ericsson Radio Systems AB, Kista

CHALLENGING POSITIONS WITH STRATEGIC PRODUCT MANAGEMENT GSM BASED SYSTEMS CME20/CMS40

SERVICE CONTROL AND MANAGEMENT

The product unit Digital Switching Systems and Applications (DSA) provides competitive switching, service control and application products for GSM/DCS/PCS operators through Ericsson/RMOG marketing and sales channels.

Within the product area Service control and management we are responsible for CME20/CMS40 products which handle the subscribers and control the switching network. Some of those products are GSM specified like HLR others are IN and Gateway products.

The strategic product management is responsible for e.g. Business planning, Product planning, Marketing communication, Ordering of development, Price recommendations etc.

We are now looking for a person working with

HLR PRODUCT MANAGEMENT

● HLR is the product where all subscriber related data is stored.

You will work in a HLR product management team which are responsible for getting the products defined, ordered and provided to the market.

Close co-operation with other units in Ericsson is required, internationally and nationally. Our requirements on the position are: Academic degree (technical and/or economy/marketing). Basic business knowledge/experience. Managerial skills (personnel - project). Good communication skills (oral and writing). Ability to priorities and plan accordingly. Ericsson and or operator experience is an advantage.

Contact: Maya Migotti phone +46 8 757 0621, memoid ERAC.ERAMAYA or Peter Johansson phone +46 8 757 3453 memoid ERAC.ERAPJOH Application: Ericsson Radio Systems AB, LK/HS 164 80 STOCKHOLM

Ericsson Radio Systems AB, Kista

The Product Unit "Digital Switching Systems and Applications" (DSA) provides competitive switching, service control and application products to GSM operators through Ericsson marketing and sales channels. At our unit LK in Kista we are now looking for.

TOTAL PROJECT MANAGER FOR PRODUCT INTRODUCTION

● We are looking for a senior project manager who will manage one of the most CHALLENGING tasks within the RMOG/DSA organisation today, the product introduction of the main release, CME20 RB.

We, at the project office, have a small team of very professional senior project managers who together manage all the main product releases within DSA. Each main release is managed by two senior project managers, one is responsible for the total scope and another focuses on the later phases. The product introduction manager will be responsible for these later phases which includes Industrialisation, System Integration, First Office Application (FOA) and also preparation for the full deployment of the product.

The ideal candidate must be able to handle the multi-cultural environment that Ericsson operates in. This means close co-operation with our world wide local support organisations and their respective FOA customers, who are very likely to be in Europe, the US and China. Therefore, there is extensive international travel involved. The candidate must be fluent in English and be able to communicate effectively to all levels of Ericsson organisation and customers. The ideal candidate should be qualified to a degree level and have several years of experience within Ericsson. The ability to have a HELICOPTER VIEW and to be able to FOCUS ON the essential issues are important qualifications. Experience of cellular mobile telephony and ESO is an advantage.

Contact: Per Leking, phone: +46 8 757 2219, memoid: ERAC.ERAPLG or Jan van Hemert, phone: +46 8 404 49043, memoid: ERAC.ERAJVAN Application: Ericsson Radio Systems AB KI/ERA/LK/HS Anya Brännström 164 80 Stockholm

Ericsson Radio Systems AB, Sundbyberg

OPERATION MANAGER SOUTH ASIA

The Market Operations Unit RMOG Asia Pacific has a geographical responsibility stretching from India via South East Asia Indonesia, Taiwan, Korea and the Philippines to Australia. Our task is to sell GSM, NMT and TACS systems in this region and to support our local companies which are going through a rapid expansion.

LNIP is the unit responsible for implementing the system, for logistics issues and for support and build-up of the local companies in the area of implementation. Build-up of the local companies is becoming increasingly important as the business is growing rapidly and we have made a decision to grow primarily at the

Local Companies and to the extent possible with local-ly employed staff.

● LNP is currently looking for an operational manager for our marketing region South Asia. Operation Manager is a senior position and his/her responsibility is to coordinate implementation and logistic activities in the region as well as driving improvement activities within these areas. You have good knowledge of cellular systems and most likely today working in a managerial position. Preferably you have a Customer Project Management experience from Ericsson, perhaps including a sojourn abroad.

You need to be challenged by working in a rapidly growing business. You need to have the power of initiative and the ability to be a team leader. You need to be interested in issues, like local competence build up, relating to the interwork between ERA and the Local Companies and you need to be convincing yet respectful and perceptive enough to fit into the Asian business culture. Other important areas that you will work with is improvement projects.

Contact: SG/ERA/LNP/PC Magnus Holmgren, tfn.+46 8 757 57 09 Memoid: ERAC.ERAMAHO or SG/ERA/LNP Anders Nordin, tfn:+46 8 757 03 95 Memoid: ERAC.ERANORD Application: Ericsson Radio Systems AB SG/ERA/LNH Carin Kasberg, (Memoid: ERAC.ERACASA) 164 80 Stockholm Sweden

Ericsson Radio Systems, Kista

SYSTEM MANAGEMENT CMS 30 PLATFORMS

ERAJIT has Product & System Management responsibility for the Mobile Telephone System CMS30, currently marketed in Japan. One important area is to offer excellent SW-platforms for the different node types in CMS30, both AXE10 based and more open ones.

● We now need an additional System Management person for the AXE 10 platform area. The focus here is to identify new application needs and work out appropriate solutions in close co-operation with Product Management.

Your area of responsibility will include technical investigations, analysis, architectural issues and techniques for the future. You will work in close co-operation with platform providers such as UAB (AXE Research & Development).

As the ideal candidate, you have a M.Sc. in Engineering or have related technical experience. Knowledge of AXE 10 is required. Previous experience from software- and system architecture is considered a merit as well as from design work in AXE 10 application development projects.

IN SERVICE PERFORMANCE CMS30 PROGRAM MANAGER

ERAJIT has the Product & System Management responsibility for the Mobile Telephone System CMS30, currently marketed in Japan. An important area is to operate a program around In Service Performance (ISP) improvements of the CMS30 system as well as co-ordinate ISP activities within all BR business units.

● The primary activities are to collect ISP statistics from field, analyse disturbances and suggest and drive improvements program for all parts of the system, of development processes and other processes. An important responsibility for the ISP team is to smoothly coordinate these activities between Business Units at BR. To facilitate this, an ISP network has been established.

We now need an additional person for the ISP program team. You will be involved with the entire process, from product definition until follow up of systems in service.

As the ideal candidate, you have a M.Sc. in Engineering or related technical experience. Knowledge of CMS30 or similar systems is required. Project management and testing experience is a merit.

SYSTEM MANAGEMENT CMS30 CHARACTERISTICS

ERAJIT has the Product & System Management responsibility for the Mobile Telephone System CMS30, currently marketed in Japan, and for the future wide band cellular system. An important area is to conduct a program for characteristics improvements in CMS 30 and to secure optimal characteristics for the WCS system.

● We now need persons to strengthen the area of systems characteristics such as processor capacity and load regulation. Activities include measuring in Kista and in Japan, analysis of the measurement results, development and maintenance of PC tools for analysis of measurements, suggesting and prestudy of improvements. Included are also to do simulations with advanced simulation tools and to give guidelines for how to tune, configure and dimension the systems in operation. Thus in general our responsibility is to secure optimal system characteristics in our products. To achieve this we work close together with CMS30 development projects.

There are a number of unique opportunities in these areas to both take a leading role, e.g object leader for characteristics in projects, as well as more individual tasks such as simulations.

As an ideal candidate, you have experience of AXE/APT design or characteristics work and have ability to take a team leading role besides analytic capabilities. Your basic education should be M.Sc in Engineering.

Contact: Christer Johansson, phone: +46 8 404 8460, memoid: ERA.ERACCJN E-mail: christer.johansson@era.ericsson.se eller Magnus Fransson, phone + 46 8 757 1485, memoid: ERA.ERAMAGF Application: Ericsson Radio Systems AB, J/HS Ann Beer, 164 80 STOCKHOLM

Ericsson Radio Access AB, Kista

TRANSMISSION SYSTEM ENGINEER

Cellular Transmission System (CTS) is a business segment within Ericsson Radio Access AB. We offer complete transmission solutions for all mobile applications. The systems increases the utilisation of infrastructure and offers additional network control, flexibility and reliability. To be able to meet the rapid growth and the customers demands on fast solutions we need independent and experienced staffmembers. We are currently 70 people working at CTS and we now need additional staff.

● As a system engineer you will work with specification of system solutions and products. This will be made in close co-operation with business units for the different cellular standards, as well as our partners (sub suppliers). You will be responsible for pre and feasibility studies. You will also work close with our market unit and support them in system technical matters.

The ideal candidate should have the following profile: Master of Science or Bachelor with good experience within transmission and the telecom field. Good command in Swedish and English both verbally and in writing is required. Further language is a merit. It is a merit if you have worked close together with or within a cellular operator. You should be goaloriented, flexible, independent and able to make contacts and co-operate with other people.

Contact: Joachim Walz, phone +46 8 404 2845, Anders Eriksson, phone +46 8 404 4510 eller Lars-Åke Eriksson, Human Resources, phone+46 8 404 3865 Application: Ericsson Radio Access AB, HPS Pia Bolmgren, Box 11, 164 93 STOCKHOLM

Ericsson Radio Systems AB, Kista

CMS30 PDS, SYSTEM MANAGERS

Our unit is responsible for future mobile and wireless datacom-oriented services for Japan in the PDC standard. The development of connection oriented services is concluded, and our task is now to develop commercial packet data bearer services with the right characteristics. This is a challenging matter, partly because of new and in some areas unmet state-of-the-art technology, partly because Japan is one of the most demanding markets for products of this kind in the entire world.

● As a system manager your responsibility is to participate, or lead, investigations and prestudies, specify functions and characteristics. One important part is technical coordination of the design centers that jointly design the CMS30 enhancements necessary for packet data services. Market contact regarding technical support for the sales staff may also be a part of the tasks, both in the home organization and in Japan.

Since this is a new system with partly new services important challenges will be: system platforms, architecture and specification of protocols and functions.

The successful applicant will possess a BS/MS in CS/EE with several years of data- or tele-communications ex-

perience. It is an advantage if you have a background in multimedia, intra/internet or radio. Good written and verbal communication skills are required.

Contact: Magnus Fransson, phone +46 8 757 14 85 or Martin Bäckström, phone +46 8 757 14 78 Application: Ericsson Radio Systems AB J/HS Ann Beer, 164 80 STOCKHOLM

Ericsson Radio Systems AB, Kista

SYSTEM MANAGEMENT RADIO NETWORK - RMOJ

The telecom market in Asia is booming and Japan, as a leader in Asia, is an important market for Ericsson. Our main business is in Japan, but our activities in other markets are equally important.

We work with radio network services as well as with radio network system management for RMOJ systems.

● We can offer you an interesting opportunity to forge the future of RMOJ radio networks in Japan and other countries. You will mainly work with Radio Network Optimisation and Radio Network Planning services. There will be opportunities to both perform services and to develop and improve them. The knowledge you attain when working with services you will use to influence the development of RMOJ systems.

We believe that you have at least 1-2 years of experience from working with radio network issues. Experience from radio network planning or radio network optimisation is an advantage. You have at least two years university studies in relevant area or equivalent experiences.

You should be prepared to travel abroad for shorter or longer periods and feel comfortable to work with people from other cultures.

It should be natural to communicate in English and to work in team.

Contact: Ulf Eklund, phone +46 8 404 6817 Application: Ericsson Radio Systems AB J/HS Ann Beer, 164 80 STOCKHOLM

Ericsson Radio Systems AB, Kista

STRATEGIC PRODUCT MANAGER - TRAINING SERVICES

Are you interested in competence development issues and would like to take part in deciding what our training products should look like now and in the future?

At KJIERALYUX Product Management Customer Training we hold the strategic and commercial responsibility for the RMOG training portfolio. Our focus is to secure that training solutions for our customer's competence development needs are developed in time with high quality and profitability.

● We are expanding and are now looking for an enthusiastic and result-oriented product manager. We work extensively within the global organisation and as a product manager you will be working in a small team and an international environment. As a product manager you must be able to focus on both long term and short-term strategies and goals. Your responsibility as a product manager would, together with the rest of the team, be to ensure that we have a competitive and profitable product portfolio. You will consolidate market requirements, define product strategies and set the main requirements on the products.

We believe that you: Hold an engineering degree (minimum gymnasium or equivalent). Are interested competence development. Preferably have some experience from the training area. Have good written and spoken English. Have good communication skills.

Contact: KJIERALYUX Charlotte Dam phone:+46 8 757 55 99 Application: Ericsson Radio Systems AB, KJIERALYUX Marie-Susanne Kretschmer, SE-164 80 STOCKHOLM

International

Ericsson Telecommunications Romania S R L, Bucharest

PROJECT MANAGER

Ericsson in Romania is responsible for a turnkey implementation of an AXE and a Radio Access System DRA 1900 in Bucharest. The project comprises installation of

12 000 subscribers in a one year frame. The installation includes implementation of the DRA equipment, AXE switching and installation of transmission equipment. It is intended to make extensive use of sub-contractors in the project.

● The Project Manager is expected to establish the project and take responsibility for the total activities. This responsibility includes building-up of the project organisation, selection of sub-contractors, ongoing negotiations and contacts with the customer, and to manage the commercial aspects of the project such as costs against budget, delivery and logistics functions.

The project manager will be supported by a design and implementation group working with the technical aspects of the project.

The applicant must have experience in management of projects with mixed civil works and technical activities and must be strong in commercial disciplines of operating a project to a greed budget, ensuring that sales and invoicing are to plan. A strong leadership and management style is also needed together with interpersonal skills.

Contact: Torbjörn Engström, Market Manager +46 8 719 7836, Memo: ERI.ETX.ETXCTE, Erik Strömstedt, Operations +46 8 7640658, +46 70 5430531 ETXT.ETX-ESTT or Thomas Lundin, General Mgr +40 1 3373000 ETR.ETRTL Application: Ericsson Telecom AB Public Networks Operations - Resource Management Richard Tersander S-172 87 SUNDBYBERG Sweden Telephone +46 8 7640326 Fax +46 8 7640851 Memo ETXT.ETXTERS E-mail richard.tersander@etx.ericsson.se

Ericsson Telecommunications Romania S.R.L. - ETR

1 BSS SUPPORT ENGINEER

1 OSS SUPPORT ENGINEER

● We are looking for Support Engineers to our Field Support Center for a long term contract(1 year)in Romania. The Field Support Center was established in May 1997.

You have a good knowledge of support activities, providing emergency and day to day support to the customers, by answering their queries, providing solutions and visiting sites.

You will play an active role in providing support and advice to the local engineers and build up the local competence.

You have 3-5 years of AXE experience, good knowledge of GSM system and trouble shooting skills.

Contact: Walid Alsheikh, phone +40 1 336 5705, memoid ETR.ETRWAAAL Application: Walid Alsheikh, memo-id or fax +40 1 336 5708

Ericsson Australia Pty. Ltd

EXPERIENCED GSM CELL PLANNER

The Radio Network Design, RND centre in Australia (EPA) is supporting our customer's GSM network with cell planning activities. We are looking for applicants interested in local or contract positions. The Cell Planner will be responsible for all radio network activities including tender preparation, site surveys, frequency planning and radio network tuning. In addition to this, the Cell Planner should share knowledge and build up the competence level within the RND department.

The successful candidate should have;

● TECHNICAL SKILLS: Deep knowledge of the GSM cell planning with a minimum of three years experience. Have worked through all stages in cell planning and optimisation, preferably in the Asian market. Exposure to indoor cell planning and / or high capacity planning (MRP). Exposure RNI/RNR/SPR, would be advantageous.

● SOCIAL SKILLS: Preferably have past experience in a team leadership. Proven team player. Good communication skills. Cultural awareness.

Contact: Joanne Valastro on 61 3 9301 1163, or via memo on EPA.EPAJEV.

Ericsson Inc. Beltsville, MD (USA)

CUSTOMER SERVICE ENGINEER

● Intelligent Network Specialist Band: D-E Length of Assignment: 1-2 year contract. Description: Position reports to the CSO Regional Manager. You will support the CMS 40 networks in the

Swedbank
- your private banking partner

We offer you the personal investment strategy most suitable for your financial circumstances. Combining our local expertise with a global banking organisation makes us your ideal banking partner.

Please contact us for further information:
telephone +46 8-700 7990/-91, telefax +46 8-723 71 15
or memo spb.dg8901.901mlt (Sweden)
telephone +352 404940-250, telefax +352 404904 (Luxembourg)



SWEDBANK
Swedbank (Luxembourg) S.A.

Washington, DC region. Responsibilities include: Application system changeouts, CN-A testing and implementation, loading correction packages, troubleshooting and 24 hour support.

Requirements: Degree in Engineering or Computer Science or equivalent experience. At least 2+ years in the following: SMAS: Sun/Unix Interfaces: TCP/IP, RPC and INM/MML via X.25 Must have: Experience with Intelligent Network applications. Desirable: AXE experience with emphasis on switch testing.

The successful candidate will be customer oriented and service minded. Must have ability to work under pressure and time constraints. Short notice travel within the region is required.

Contact: Joe Turner, memoid EUS.EUSJOTU, +1 (703)397-9038 (phone), (703)437-7959 (fax).

Ericsson Telecomunicazioni S.p.A

TECHNICAL ADMINISTRATOR

● Brief summary of role: Responsible for co-ordinating the communication between the Business Unit 'Transport & Cable' located in England, Horsham and our business partner Marconi SpA located in Italy, Genoa.

Reports to: Dan Svensson, GOA Office Manager
Key Responsibilities: Administrate the electronic and paper archive made of Ericsson and Marconi technical documentation. Plan, organise and minute technical meetings between product managers discussing product functionality and related issues. Facilitate communication in an international environment.

Experience/Skills required: Technical understanding of telecoms field. Strong communication skills. Administrative skills. Fairly good knowledge of UNIX Operating System. Working experience of Windows 3.11 (or Windows NT) and its applications (Microsoft Office, Netscape, FTP client, Window Telnet VT Emulator, etc.) is essential. Good English, both written and spoken, is requisite. Italian and/or Swedish is an advantage.

Contact: Piero Mancino, ETX.ETXPIMO +39 10 659 6220 or Dan Svensson, ETX.ETXDSV +44 1403 277 405 Application: Ericsson GOA Office, c/o IFAP/ENFAP via Giotto, 2 16153 - Sestri Ponente (GE) FAX: +39 10 604 877

Ericsson Australia Pty. Ltd.

GSM SUPPORT ENGINEERS

EPA is now one of four Application Supply Offices and four Regional Service Office in the Ericsson Globe. EPA in Australia will SUPPLY to the whole ASIA/PACIFIC region and SUPPORT to South East Asia and Pacific Rim commencing Jan 98.

● As a result of these changes ASO & RSO are looking to appoint a number of support engineers NOW and will continue to recruit until JUNE 98 (with a total of 8 positions to be filled). Our positions range from Experienced through to Specialist level. Be a part of this dynamic organisation and stay at the forefront of mobile technology.

KEY RESPONSIBILITIES: AS Verification. Correction Handling. AC-A. CN-A. Trouble Report Handling. Troubleshooting. Testing. Operations and Maintenance. Consultation.

SKILLS: GSM EXPERIENCE CME20. AXE EXPERIENCE; Familiar with AXE Software. PLEX and ASA programming. SUPPORT EXPERIENCE: TR handling. Correction Handling. TESTING EXPERIENCE. TEAM PLAYER

Don't miss this opportunity to work as a part of the Regional Centre, one of the most exciting business ventures at Ericsson Australia.

Application: Joanne Valastro (EPA.EPAJEV).

Ericsson Telecommunications Romania S.R.L. Romania

SENIOR TECHNICAL MANAGER TO ROMANIA

Do you wish to become a member of a successful team to pursue our GSM break-through in Romania?

Romania of today is an exciting country, now turning towards the West. This is certainly the case when it comes to GSM, which was introduced during this springsummer by two consortia, managed by international operators. They both had a flying start, which surpassed all expectations and we now need to strengthen our local organisation.

In February we signed the contract with our customer, *MobiFon*, dominated by *Airtouch* and *TiW*. In March a temporary system was launched, followed by commercial operations in April and the "cut-over" to the permanent system in June. The tempo is high, the customer is in a tough competitive situation, but by offering the right support at the right time, we want to contribute to keeping *MobiFon* as the leading mobile operator in Romania.

● We are now entering a second phase, and we are establishing a Market Operations unit locally. In this connection we are looking for a senior Technical Manager. Your responsibility will be to advise and support the customer when it comes to its continued expansion plans. You will also ensure that our offers are the best solutions for the customer. In addition you are

supposed to build up the technical function in the Market Operations unit we are now establishing, i.e. introducing routines and processes, recruiting local personnel and training them in order to take over in the long run. A Technical Manager, a Project Manager and an Area Manager are the three members of a Core Three team, all of them reporting to the same manager. Jointly the Core Three Team has the main responsibility for the customer relation and support.

We are looking for somebody with a solid technical education and with experience from mobile telephony. You should have a solid experience of your field of expertise. You can work independently, you take initiatives and you communicate well with others. You are used to working at a high speed and you make your decisions quickly. You must have a commercial understanding and you must be a good representative of the company. Good knowledge of spoken and written English is mandatory.

Contact: Per Karlom: +46 8 757 2238 alt. +46 8 70 557 2384 Application: SG/ERA/LP/H Anita Malmström

Ericsson Telecommunications Romania S.R.L. Romania

SENIOR PROJECT MANAGER TO ROMANIA

Do you wish to become a member of a successful team to pursue our GSM break-through in Romania?

Romania of today is an exciting country, now turning towards the West. This is certainly the case when it comes to GSM, which was introduced during this springsummer by two consortia, managed by international operators. It was a flying start, which surpassed all expectations and we now need to strengthen our local organisation.

In February we signed the contract with our customer, *MobiFon*, dominated by *Airtouch* and *TiW*. In March a temporary system was launched, followed by commercial operations in April and the "cut-over" to the permanent system in June. The tempo is high, the customer is in a tough competitive situation, but by offering the right support at the right time, we want to contribute to keeping *MobiFon* as the leading mobile operator in Romania.

● We are now entering a second phase, and we are establishing a Market Operations unit locally. In this connection we are looking for a senior Project Manager. Your responsibility will be to lead the continuous implementation projects. Furthermore, you will build up the project management function within the Market Operations unit: i.e. introducing routines and processes, recruiting local personnel and training them in order to take over the responsibility in the long run. A Technical Manager, a Project Manager and an Area Manager are the three members of a Core Three team. The three team members report to the same manager. Jointly the Core Three Team has the main responsibility for the customer relation and support.

We are looking for a person with a solid technical education with experience from mobile telephony. You should have thorough experience of your field of expertise. You can work independently, you take initiatives and you communicate well with others. You are used to working at a high speed and make your decisions quickly. You must have a commercial understanding and you must be a good representative of the company. Good knowledge of spoken and written English is mandatory.

Contact: Per Karlom: +46 8 757 2238 alt. +46 8 70 557 2384 Application: SG/ERA/LP/H Anita Malmström

Ericsson A/S, Norway

The Software Support Centre, SSC, in Norway has been given the Regional responsibility of software verification and support of fixed networks within the Nordic region. This implies activities such as AS-Design, AS-Verification, AS-replacement and AS-Maintenance for our customers, the local Ericsson companies, within that region.

We are situated in Arendal, a small town along the South-coast of Norway, 250 km South-West of Oslo. Since we are expanding rapidly we need to fill some of our vacancies with:

EXPERIENCED

TROUBLE SHOOTERS AND TESTERS ON LONG TERM CONTRACTS TO SSC, NORWAY

● You: The ideal candidate will be an open minded, highly motivated individual with focus on sharing competence to others and AXE test experience for at least 3 years. This expertise would preferably be from a fixed network (AXE Local 3 and Local 4) background.

Job description: As a tester you will be included in the team responsible for the Test-process. This includes activities such as test design and test execution. The trouble shooters will support the test- and maintenance team and solve problems connected to those activities.

Contact section managers: Anna Karin Thorell (memoid: ETO.ETOAKTH, email: etoakth@eto.ericsson.se), Ann Elisabeth Ludvigsen (memoid: ETO.ETOAE, email: etoael@eto.ericsson.se) and Finn Helgesen (memoid: ETO.ETOFH, email: etofh@eto.ericsson.se) telephone: +47 37051000

Compania Anónima Ericsson, Venezuela (CEV)

SUPERVISOR DATA TRANSCRIPT

CHALLENGING OPPORTUNITY FOR LONG TERM CONTRACT IN VENEZUELA

Cellular Systems - American Standards has established a Regional Implementation Center (RIC) in Venezuela. RIC shall support the Latin American Region with technical knowledge and resources. RIC will be used during peak periods by the Local Companies in the region, or when new functions are introduced. The organization can also be used in global methods development projects.

● We are now looking for a person to lead the Data Transcript team for this organization. The tasks for the supervisor beside some production is to plan and secure the teams competence development according to the development of D-AMPS/AMPS systems. To plan and allocate resources to projects for customers within the region.

The successful candidate shall have several years experience of Data Transcript, or equivalent. Proven leadership is preferred. English is essential and if you don't know Spanish, you must be prepared to learn.

Contact: Peter Lindfors, phone +46 8 404 2972, +46 70 586 0627, MEMOID: ERA.ERAPETL Application: Ericsson Radio systems AB AH/H Marianne Molin 164 80 STOCKHOLM

Ericsson Telecomunicazioni S.p.A.

PROJECT MANAGER AT LDC TEI

● In connection with the budget process TEI LDC is planning to get on board few more Project Managers
One position is available since now in the Broadband area The project is related to Multiservice Access Network where TEI is cooperating with ETX and SEA (Ericsson Austria)

The candidates will have Hardware and Software experience as well as project management. The Knowledge of Corporate Product Information Systems is a prerequisite.

Other opportunities exist in areas more related to AXE development and Basic Systems

The Projects activities will benefit of the processes review that recently has allowed TEI to be assessed Level 3 of the Capability Maturity Model.

Contact: Marcello Rossi / Project Office Manager / EITA.TEIOS, Manuela Renzulli / Human Resources / EITA.TEIGRMR + 39 6 7258 2861 or Stefano Coiro / Resource Project 97 / EITA.TEICOIS. + 39 6 7258 3386 Application: TEI LDC Ericsson Italy V. Anagnina 203 00040 Roma Manuela Renzulli FAX: +39 6 7258 3940.

Ericsson A/S, Norway

MARKETING & SALES - ASIA PACIFIC REGION

The market for digital cellular systems in the region is growing rapidly and so is the market penetration for RQIS' products. In order to meet the market demands, we will increase the staff at our regional office in Kuala Lumpur with that of a marketing & sales engineer.

● We are looking for a person that have good knowledge of GSM; TEMS and CeNA. You, as a candidate, should be able to communicate our messages to the customers; whether the customer is defined as operators or local Ericsson companies. You will have daily contact with our customers, doing technical presentations and giving technical and commercial solutions based on RQIS' product portfolio.

You should be used to work in teams as well as on your own and to meet goals that has been agreed upon. It is therefore important that you are an outgoing, independent and self-motivated person with good communication skills.

You should preferably have a university degree or similar with a minimum of two years experience in the digital, cellular telecommunication field.

The contract period will be for minimum 12 months. You will report to the regional manager. We would like you to be in place in Malaysia by medio/ultimo October 1997.

Kontakta: Olav Thorsen, ETO.ETOOT, Phone +60.3.247.4621, GSM: +60.12.200.1194 Application not later than 970930: RQIS/M

Ericsson Radio Systems AB, Kista

FIELD SUPPORT CENTER MANAGER IN PANAMA CITY

Due to a successful sales of D-AMPS (with RBS 884) in Panama we need to recruit a Field Support Center Manager who can help us to build up the FSC organization and support the customers Network.

● The FSC manager should have the following profile: AXE knowledge, minimum 5 years (i.e. from Installation & Test). Field Support experience from i.e. D-AMPS/AMPS, TACS, GSM. Process oriented/structured (TR Handling, Modification Handling). Customer oriented, good communicator. Able to run an office by her/himself. Management experience. Good communi-

cation skills in English is required. Spanish knowledge is an advantage but not a requirement.

The position is to be filled as soon as possible and duration of the assignment is at least 12 months. Please apply with a short resume of your background and experience.

Contact: Rolf Johannesson, phone + 46 8 404 38 20, memoid: ERA.ERARRRR or Helene Ujueta, phone + 507 265 51 40, email: hujeta@pty.com Application: AH/H Henrik Bergqvist 164 80 STOCKHOLM Fax +46 8 404 7733

LM Ericsson, Copenhagen, Denmark

CATALYSTS IN SOFTWARE DESIGN, FUNCTION- AND SYSTEM TEST

During the autumn '97 Ericsson in Denmark (LMD) is getting the total product responsibility for the sub systems Traffic Control (TCS) and Service Switching Function (SSF / Intelligent Network). This means new challenges and possibilities for our AXE employees. We will be responsible for Provisioning, Product Management, Business Management Support and Total Project Management.

● We are looking for Senior Designers, both with design and test background, either on permanent or long term contractual basis.

We need you to be one of the catalysts in our design projects and product maintenance area. Your role could range from Project Technical Co-ordinator, Team Technical Co-ordinator and Trouble Shooter in Function- and System- Test. It is important that you at all time focus on our goals for products and customers and is a natural and supporting part of our team work, which is practised in all tasks.

Contact: Competence and Resource Manager Lars Kongsgaard (+45 33 88 37 92), Competence and Resource Manager Lars Torp Steffensen (+45 33 88 34 36) or Competence and Resource Manager Kim Hansen (+45 33 88 36 41). Application: L.M.Ericsson, Personnel Department, Sluseholmen 8, 1790 Copenhagen V., Denmark.

Ericsson Radio Spain S.A. Madrid, Spain

MOBILE IN POSITIONS IN SPAIN

Our Local Company REE Ericsson Radio Spain is a constant and rapid growing GSM market! A Mobile IN group is in a build up phase as an important part of REE strategy for support of today's two global customers and a third one that is on the way. The next positions are open and a two year expatriate contract will be offered:

SERVICE DESIGN EXPERT

● We are looking for experts with proven technical experience working with Ericsson GSM/PCS systems and more than 2 years working experience on IN Design. Good knowledge and understanding of Ericsson's CS-1 protocol. You will part of our IN Design Group and also be involved during the implementation and delivery of new Mobile IN services.

SMAS EXPERT

● We are looking for experts with proven technical experience working with Ericsson GSM/PCS systems and more than 2 years working experience with SMAS. Experience from trouble shooting of SMAS is required. The candidate will work in a Testing and Technical Support Group. You will also be involved during the implementation and delivery of new Mobile IN services.

These positions request professionals, self-motivated that can work both in a team as well independent. Besides being fluent in English, knowledge of Spanish is a plus. For more information,

Contact: Magnus Begstrand ETXT:ETXMSBD Tel: +46 8 719-58-32 Fax: +46 8 719-94-10 or Jesus Ramirez Mercado REE.REEJME Tel: +34-1-339-33-21 Fax: +34-1-528-00-02 Application: Isabel Simonet REE/AH, Ericsson Radio Spain SA, Retama 1. Torre Suecia. 28045 Madrid, Spain

Ericsson Inc. USA

AMPS/D-AMPS (CMS8800)

TECHNICAL SUPPORT ENGINEER/TECHNICAL CONSULTANT FOR THE CARIBBEAN

Ericsson Puerto Rico is operating almost two years now in the Caribbean. We are expanding our activities, which also includes providing more and better technical support towards our customers.

● We are looking for technical support engineers or consultants with long experience and excellent knowledge of Ericsson products such as AXE 10, HLR and IOG 11, MXE, SMS, WIN and RBS 882 and 884.

Very helpful would be some knowledge about OSS (Unix based systems). Knowledge of Spanish would be nice, but is not a requirement. We will offer short or long term contracts to be started ASAP. The base of operations is Puerto Rico, but frequent traveling is required.

Main tasks would be to provide support (remote and on-site), probably 24 hours emergency support (FSC type work) and to participate on working groups with marketing department and other units.

If you consider yourself to be the right candidate, please contact one of the below listed persons and/or send you CV by memo ASAP.

Contact: Customer Support Manager - Mr. Enrique de la Cruz, EUS.ERAEDLC or Human Resources Manager - Ms. Carmen L. Nadal. EUS.ERAELNR PHONE: 787-758-1770 or 787-758-1038

Ericsson Eurolab Deutschland GmbH, Business Unit Hildesheim

The EED/EP department takes over the worldwide product responsibility for the Ericsson optical Access System LOC2i including its management system IRIDES.

We will cover the whole product life-cycle from Technical Product Management, HW and SW Development, Test, Verification, Maintenance and Customer Services. To support our activities for Customer Services, we are looking for

CUSTOMER SERVICE ENGINEERS, "PRODUCT AREA ACCESS"

● You will help to build up a team which will install the systems and perform customer trainings - locally and worldwide. You will also work in the second line function as help desk, to support the first-line customer support function at the local offices in the different markets. That includes analyzing of troubles at reference systems, defining work-arounds if possible and proposing emergency corrections, repair- or design-corrections to the Development team.

Applicants should have a degree in Computer Science/Electrical Engineering/Telecommunication or equivalent. You should have been working for Ericsson for 2-3 years in the area of Customer Services or HW/SW-Development with good competence in trouble shooting.

In this position you will need initiative and good co-operation and communication skills. You should have a clear focus on customer satisfaction, the willingness to travel worldwide and to work on call for second line support. Furthermore you will have to be flexible and have the ability to work under time pressure.

TECHNICAL PRODUCT MANAGEMENT, "PRODUCT AREA ACCESS"

● You will help to build up a team which will manage the product lines of LOC2i and IRIDES. This task includes release planning, marketing support, ordering of provisioning from the Engineering organisation and the provisioning of customer documentation.

As a suitable candidate you should have a degree in Economics/Computer Science/Electrical Engineering/Telecommunication or equivalent and you should have been working for Ericsson some years with good competence in the area of Product Management.

In this position you will need initiative and good co-operation, communication and organizing skills. You should have a clear focus on customer satisfaction and the willingness to travel worldwide. Furthermore you should have an open minded and flexible attitude and show the ability to work in an international team environment.

Contact not later than 971015: Human Resources SW Design Team EED/EK EED/EP/N Astrid Mayer Dial: 05121 / 707 - 400 Memo: EED.EEDASMA or Sven Nisse Dial: 05121 / 707 - 466 Memo: EED.EEDSVNI

Ericsson Ltd, UK

2 PRINCIPAL TECHNICAL SUPPORT ENGINEERS

● Programme responsibility: Take responsibility for providing a very high level of technical expertise on AXE support, conduct detailed and exhaustive investigations of highly technical or sensitive issues and document them in comprehensive reports for management, actively contribute to business development by providing leading edge technical solutions to problems, foster good relationships with internal and external customers, work closely with field/customer support centres and nodes, work with customer supply to contribute to the evaluation of prospective projects and identification of potential risks/issues, make significant contribution to the technical aspects of tenders for businesses, monitor and maintain quality standards in problem resolution, prepare and make formal presentations to external and internal review meetings regarding existing and future systems functions and undertake the role of team/project leader as required for problems in any AXE related area.

Competency Technical: HNC or equivalent in relevant subject.

Business/Human: Understands the "broader picture", adapts to new challenges. Understands issues the customer faces. Ability to influence others. Good motivating and empowerment skills

Ideal background/experience: Essential HNC or equivalent in telecoms/computers/electronics. At least 6 years experience in AXE support. Willing to work outside normal hours on occasions. Desirable: qualified to degree or equivalent level. Member of IEE.

Contact: Michael Chance

Ericsson S.A., Spain

SYSTEM ENGINEERS

In EME Systems Management of SCM within DSA we work with mobile applications for mobile telephony systems (GSM900, GSM1800, GSM 1900 GSM1900/D-AMPS, etc.) in the Service Control & Management area. We are looking for new professionals in a number of interesting areas. The areas are datacom applications, service management, AXE platform, and Adjunct Processor.

● The activities are related to system solutions and investigations, system management, Operative Product Management, network/node characteristics and dimensioning, earlier project participation (scenario studies, pre-prestudies and prestudies), and others aiming to lead and ensure the evolution and competitiveness of the Ericsson GSM systems (GSM900, GSM1800, GSM1900). Other activities include SPM and market support.

You will be working with other high competent people with different backgrounds and long experience. Our premises are located in Madrid.

Applicants should have an engineering degree, and 4-5 year experience in telecommunications, preferably in the area of interest. Experience in system-level technical development or testing is preferred.

Coordinating or leading skills will be highly valued.

The general abilities include working independently and taking initiative, constructive attitude, communicative, travel disposition, working in team (cooperative), and willing to pass knowledge.

Contact/Application: Gregorio Nunez (+34-1-339 2924, emegne@madrid.ericsson.se, EME.EMEGNFE),

Ericsson Eurolab Deutschland GmbH, our young Research & Development Centre in Herzogenrath near Aachen offers a new and challenging position within our System House AXE: We are looking for a

MAINTENANCE ENGINEER

The Traffic Control Subsystem (TCS) Department at EED is looking for a maintenance engineer to work with TCS maintenance tasks for all AMC markets. The AMC consists of the core subsystems that are common to the mobile applications CME20, CMS30, CMS40 and CMS88.

● The general responsibility of the maintenance engineer is to investigate and propose solutions on problems reported from our customers. This is done in close co-operation with support centers all over the world.

The main authorities and tasks are: Analyses and investigate trouble reports on released TCS products. Write and verify corrections in target and simulated environment. Propose solutions. Design and verify TCS subsystem products according to the RPC (Rapid Product Change) process.

As a suitable candidate, you are an Ericsson employee and should have experience in design maintenance activities. Any test experience in target and simulated environment as well as experience in the traffic control area is a clear advantage.

Resourceful, flexible, initiative, good communication, cooperation skills and a good ability to work under pressure are important personal qualities. Furthermore you should also be customer oriented. Fluency in written and spoken English is a prerequisite.

Contact/Application not later than 970930: Human Resources: Doerte Kaulard +49 2407 575 163 Memo:eed.eeddka or AMC Mobile Network Lars Andersson +49 2407 575 662 Memo: eed.eedlara

Furthermore, EED's PAX System House is looking for a

TCM TESTER/SENIOR TCM TESTER,

The EEDIXISO section within our PAX system house is responsible for Product Line Configuration Management for CME20 Switching Systems. We provide test configuration management for CME20 design projects from feasibility through GA. Additionally, the section is responsible for support of testing in the simulated environment for CME20 test and design maintenance activities.

● The Test Bed Integration group is responsible for the assembly, documentation and delivery of target machine and emulator testbeds for Product Area Switching (PAX) and AXE Mobile Core (AMC) development projects between start of function test execution (MS7) and General Availability (GA) of the CME20 Switching System Product Line. TCM test is integral to these projects to ensure reference and working dumps are available for projects under test with the correct software configuration.

The tasks will center on assembling reference dumps and function change of working dumps for CME20 test projects. Loading and documentation of CM's during INDUS and type acceptance phases is required, and CME20 operations and maintenance tasks are included in the duties related to support of the local test plant at EED. Trouble shooting of faults detected during dump assembly or function change is often necessary.

We are looking for someone with AXE testing experience.

You should have the ability to work well on a highly motivated team and to work well under strict time pressure.

Contact/Application not later than 970930: Human Resources Doerte Kaulard +49 2407 575 163 Memo:eed.eeddka or Group Manager Stefan Poesch +49 2407 575 347 Memo: eed.eedstp

The system group within XIP PAX design department at Ericsson Eurolab Deutschland GmbH has the product responsibility for the mobile application 1IAPT 210 25 and the subsystem MSS within the CME20 / CMS40 switching system. We also run the product committees for these products, PC-1IAPT and MSS, and perform system studies. For further support of our system group we are looking for a

SYSTEM DESIGNER

● As a System Designer your main tasks include: Participation in prestudy, feasibility- and quickstudies. System level 1 designe. Standardization, change request analysis, statement of compliant tasks. Market support. Writing of technical reports.

As a suitable candidate you are an Ericsson employee with at least three years of design experience preferably in the area of switching systems. Furthermore you should be familiar with 1IAPT mobile applications. Good knowledge of mobile telephone systems and in Data communications is a clear advantage.

Being initiative, self-driven and showing good analytic abilities as well as good communication and cooperation skills are important personal qualities. In addition you should also be able to cope with a high work pressure.

Contact/Application not later than 970930: Human Resources Doerte Kaulard +49 2407 575 163 Memo: eed.eeddka or Systems Group EED/X/PEC Frank Plettenberg +49 2407 575 253 Memo: eed.eedfrp

Ericsson Sp.zo.o Poland

HEAD OFFICE TRANSMISSION MANAGER

● We are looking for a Transmission Manager at Ericsson Head Office for the GSM project in Poland.

This opportunity provides for the right candidate the freedom to develop their role and responsibilities, to enjoy the satisfaction of establishing work practices and Transmission strategies for Ericsson in a demanding project.

The role requires the Manager to continue develop-

ing a close working relationship with the customer and staff at the Warsaw and Gdansk regional offices.

The successful candidate will have at least 3 - 5 years experience in Microwave transmission planning in a GSM project, with experience in managing a large engineering department.

The applicant will be self motivated, have a flexible approach to work, have excellent communication skills, proven time management skills, and able to demonstrate an ability to work under pressure from a demanding project.

Preference will be given to applicants with a post graduate qualification in Management, and familiar with Ericsson transmission products Minilink, RAPS and DXX.

Contact: Hans Jonsson, Operations Director, +48-22 608 97 08 or Cliff Everingham, Head Office Transmission Manager, +48-22-608 97 21. Application: Ericsson Sp. Zo.o, EPO/PH Helena Sollenberg, ul. 17 Stycznia 32, 02-148 WARSAW. Memoid EPO.EPOHESO or fax +48-22-608 97 99.

Ericsson Sp.zo.o Poland

HEAD OFFICE CELL PLANNING MANAGER

● We are looking for a Cell planning Manager at Ericsson Head Office for the GSM project in Poland.

This opportunity provides for the right candidate the freedom to develop their role and responsibilities, to enjoy the satisfaction of establishing work practices and Cell planning strategies for Ericsson in a demanding project.

You will be responsible for the regional offices in Warsaw and Gdansk Region. Your responsibilities involve support to the staff, co-ordination of resources and responsibility for personnel and all strategic planning. You will also continue to develop a close working relationship with the customer.

To be successful you should have at least 3 - 5 years experience from cell planning and also experience from management of an engineering department. The applicant should have excellent communication and time management skills and ability to work under pressure.

Contact: Hans Jonsson, Operations Director, +48-22 608 97 08 or Ivan Djacovic, Head Office Cell planning Manager, +48-22-608 97 36. Application: Ericsson Sp. Zo.o, EPO/PH Helena Sollenberg, ul. 17 Stycznia 32, 02-148 WARSAW. Memoid EPO.EPOHESO or fax +48-22-608 97 99.

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http://www.teracom.se/components

contact

Ericsson, HF/LME/I, Room 811023, S-126 25 Stockholm

We meet a happy Ann Westergren Ekstedt. Now that the issue of convertible debentures to employees has been announced throughout the Ericsson world without any premature leaks, she is able to relax. Ann's job involves managing the Ericsson unit for long-term financing. The convertible campaign that will attract six billion kronor from the employees' pockets is a natural part of this job.



Here is the top-secret gang that planned the convertible debentures campaign: from left Jenny Lundberg, Audrey Byrnes, Gun-Britt Lundberg, Catrine Johansson (here represented by a teddy bear), Ann Westergren Ekstedt, Nina Macpherson, Katja Alm and Johan Ljungqvist.

Photo: THORD ANDERSSON

Secret "club" can now be revealed

a

nn stands on one of the terraces of Ericsson's office in Nacka Strand and looks out over the Stockholm archipelago. Here, in total secrecy in these wonderful surroundings, she and project leader Catrine Johansson, together with a few selected employees from all parts of Ericsson worked all summer on preparations for the convertible loan.

"The main reason why we selected Nacka Strand was not the view but the fact that we could work relatively undisturbed here," Ann explains.

The handpicked group of employees consists of economists and lawyers, supplemented by an information specialist and a coordinator. All are Swedes, with the exception of Audrey Byrnes, from the employee relations department in Raleigh, North Carolina, in the U.S., who was a great asset in terms of offering an international perspective. Three of the eight members of the project group even gave up their summer vacations - so the proximity of the Nacka Strand office to the archipelago offered some degree of compensation.

Strictly confidential

"It all began in May when we were assigned to prepare a package for presentation at the Board of Directors' meet-

ing on August 14. Management imposed a requirement of absolute confidentiality. Nothing could be allowed to leak out."

To meet this requirement, it had to be possible to bring the project group together in a location away from the members' usual job sites.

Hidden office

Ericsson's real estate company, was consulted and came up with a number of suggestions. The Nacka Strand location was chosen. The space is "independent" of the rest of the building. Visiting lawyers and bankers could come and go easily without attracting attention. But when the team members from Ericsson's finance department took their places in their "detached" office, it naturally caused a certain amount of wonderment. Curious and question-minded persons were told that the newcomers were working on the preparations that Ericsson had to make before the European Monetary Union comes into being. This was a camouflage that worked perfectly.

Ann Westergren Ekstedt participated in the work related to Ericsson's issue of convertibles to employees in 1987. The difference between then and now is great, however. Now, an offering is being made to between seventy and eighty thousand employees throughout the world. For legal or tax-related reasons,

employees in certain countries will not be able to participate. These countries include Australia, Mexico and Russia - but employees throughout the European Union, in North America and in large parts of South America and Asia are eligible to participate.

What does Ann consider to have been the most difficult part of the job?

"It's what is happening right now, the job of getting out a clear message about how a convertible works," she says. "In this area, we are getting help from the responsible persons in each country, from appointed local representatives and, of course, from Ericsson's information department. We will soon begin trips to the companies, where I and Gun-Britt Lundberg, finance manager for mobile operations, and most members of the project group will each be responsible for a part of the world."

It is a matter of helping nearly 80,000 employees to really understand what the offering involves.

"Every one who accepts or rejects the offering must understand the position he or she is taking," Ann emphasizes. The project group will stay in Nacka Strand for a while and will soon be strengthened with the addition of twelve new members. They will have the demanding job of reviewing application forms from roughly 50 countries throughout Ericsson's world.

THORD ANDERSSON

end line

Experience the new Europe

A week or so ago, I had the pleasure of discovering a new world. I felt very much like the Norseman Leif Ericsson felt in the Viking period when he reached land on the other side of the Atlantic after a long and perilous voyage and discovered a world so full of delightful things that he christened it "Vineland." We all know what became of the unexploited wilderness to which Leif the Norseman had found his way. I hope that the trend in the world that I discovered will be as positive, but not as exploitive, as in the wilderness we now know as North America.

I didn't have to experience months of hardship on stormy seas to reach my new world. But to one who is accustomed to modern comforts, the hour-and-a-half flight on a noisy propeller-driven aircraft still felt like a serious test. Like many of my fellow-travelers, I disdained the faster and more comfortable alternative of modern aircraft from the country to which I was headed only because I did not feel sure of the nation's ability to operate a "western class" airline. This was a mistake that I will not repeat.

An hour-and-a-half from Copenhagen - much closer than Paris or London - lies the golden city of Prague. Earlier, the name had always symbolized for me a fantastic little neighborhood pub in Gothenburg that is still operated by Czechs in exile. Today, the name has a totally different meaning for me.

I wonder how many Western Europeans there are who, like me, still do not really appreciate that the iron curtain that once bisected Europe no longer is there. We regard countries like the Czech Republic, Poland, Hungary and Slovakia as parts of "Eastern" Europe when, in fact, they constitute the heart of European civilization. We debate whether the European Union should be expanded eastward, as if there were some other alternative. As if we wanted to extend the recent nearly half a century of dark interlude in European history into the future.

What I saw in Prague, and what I am sure can also be seen in such cities as Budapest and Warsaw, was a completely new Europe that is now rapidly awakening from the lethargy of the cold-war period. Fantastic, well-preserved cultural treasures set the stage. In Prague, one only has to shut one's eyes for a moment to see von Königsmarck and his Swedish troop scurry through the alleys of the city they occupied in 1648. Open your eyes and you see, instead, bustling crowds of tourists and ordinary Czechs. Prague has a warm and friendly atmosphere that I cannot remember having encountered anywhere else.

If you have not already had the pleasure of being there, travel to Prague and see for yourself! You have an opportunity to be truly inspired, to acquire a brighter perspective on the future of the European Continent. The key to this future may lie in these countries in the middle of Europe.



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