

# Contact

BRAND  
SUPPLE-  
MENT



Wang Yu Xia is one of many young Chinese who are finding a richer life through ICT

## A connected life

Pages 16-25



**INTERVIEW: BERT NORDBERG**  
**PRESIDENT AND CEO OF SONY**  
**ERICSSON**  
"We need more net capacity"

Pages 14-15

**How it works:**  
RADIO SPECTRUM

Page 5



**PAUL SAFFO, PROFESSOR AND**  
**VISIONARY IN IT AND MEDIA:**  
"If you lead from your heart, you can deliver extreme products"

Pages 32-34



**ERICSSON**

# END-TO-ENDLESS TELEVISION

Introducing Ericsson E2ETV™  
Redefining "end-to-end" to ensure that the  
Individual TV Experience is desired by people,  
technologically proven, and profitable.  
See more at [ericsson.com/televisionary](http://ericsson.com/televisionary).

E2E TV – that's televisionary



ERICSSON



Ten years of Ericsson Response

## Training for the real thing

Pages 26-30



### NEWS

- 8 An innovative Ericsson day
- ▶ 9 Mother of six uses **smartphone** to avoid chaos
- 10 Innovision workshops begin
- 11 Award-winning TV solution
- 11 New survey: **How IT can make you happy**
- 12 Engineers meet TV star



### COVER - CHINA

- ▶ 18 Meng Na, a youngster with a passion for technology: "All my friends were people I knew from online games"
- 19 Online gaming, mobile messaging and video streaming drive **data traffic in China**
- 19 Chinese operators' road to 3G
- 23 **Hunt for talent** begins at universities
- 24 Song Yang, a student in Beijing: "If I have the opportunity, I want to work for Ericsson"



### PLUS...

- 4 Have your say
- 5 How it works: **Radio spectrum**
- 26 New volunteers ensure Response growth
- ▶ 32 Professor on creativity within telecoms
- 35 1956: Respirators dispatched to alleviate polio epidemic
- 36 Test your **general knowledge**

## Contact

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## Focus on China

**A**n impressive 120 years have passed since Ericsson began doing business in China. Businessman Gustaf Öberg took the first tentative steps when he started selling telephones in Shanghai at the beginning of the 1890s. But it was not until 1994 that we started our own local company there, Ericsson China Ltd, and business really began to take off. Just a few years later, China became Ericsson's biggest market in terms of orders, and these have kept coming in ever since. We now face a new phase in the country's telecoms history.

Last year, 3G licenses were released in China and the networks now have about 20 million subscribers, making the country one of the world's biggest markets for 3G. But for a nation the size of China, the expected growth is much higher. The domestic operators are preparing for a massive demand for mobile data once mobile internet takes hold.

**According to a report** by Ericsson ConsumerLab earlier this year, urban areas in China are experiencing a "boom" in terms of access to the internet via mobile phones. And in the same report, 64 percent of those asked responded that "access to the internet will be a very important feature of their next mobile phone." In addition, China already has the world's highest share of young people gaming on the internet and among the highest user figures for services within mobile instant messaging, so there is huge business potential for operators – and thereby for Ericsson. We are already supporting the country's three leading operators to increase their revenues within 3G, both by giving advice and with product sales.

**It will be exciting** to see which business segments these operators will have the largest revenues in. China Mobile is investing heavily in M2M and our head in the region, Mats H Olsson, says that a number of interesting opportunities within e-government and e-health "will soon become reality." We will find out what become of this in time. But you can already learn more about the telecoms industry in China. Read the cover story in this issue and form your own opinions about the opportunities available there.



**Henry Sténson**, head of Group Function Communications and publisher of Contact

## Have your say

E-mail us your questions, opinions, reflections or work-related images. We will publish a selection of the material on this page.

[contact.comments@ericsson.com](mailto:contact.comments@ericsson.com)

### CONGRATULATIONS!



Fredrik Fornstad who works at Ericsson in Sweden won the Strategy quiz-Ericsson Strategy

Expert in Contact Magazine and on the intranet. We received more than 3100 entries and many of the entrants answered all the questions correctly. Fornstad, whose

name was drawn out the hat as the winner will receive a Sony Ericsson Xperia X10. Correct answers: C,A,A,A,A,C,B,A,C.

Editorial

### CREATE YOUR OWN QUIZ

Would you like to test your colleagues on your knowledge of telecoms? Get in touch with us at editorial. We would like you to contribute innovative and tricky quizzes for the back page of the magazine. The rules are simple, read more here: [http://internal.ericsson.com/page/hub\\_inside/news/magazines/contact/readers\\_quiz.jsp](http://internal.ericsson.com/page/hub_inside/news/magazines/contact/readers_quiz.jsp)

Editorial

### HELLO!

I have been wondering if there is a plan to switch the language of the magazine to English. In Sweden there are so many international employees that do not speak Swedish, so why don't you give the possibility to everyone to read your interesting articles?

Evangelia Koutsopoulou, Sweden

**ANSWER** There are no such plans today. But everyone can read the english version of Contact Magazine on the intranet.

Go to: [internal.ericsson.com/news&events/ericsson\\_magazines/Contact](http://internal.ericsson.com/news&events/ericsson_magazines/Contact)

Editorial

### Readers' pictures



This picture was taken on the roof of Africa: Kilimanjaro's Uhuru Peak in Tanzania last December. My W580i was used as a backup camera to capture this moment of salvation after six days of hiking.

Nabil Khoury, Canada



At the top of Europe's highest peak, Mount Elbrus, at the height of 5642 meters in the Caucasus in Russia. After seven hours of climbing from the base camp we reached the peak on the morning of July 8. I am on the left with my friends to the right.

Martin Björck, Sweden



Taken with Sony Ericsson C901, a 5-megapixel camera phone. This spectacular view was captured in the Himalayan Region of Himachal, India, during a trekking trip with friends.

Atul Sharma, India



PHOTO: ERICSSON

## Welcome to Ericsson, Aslan Duranoglu...

... who recently started as a business consultant in Engagement Practises in Buenos Aires, Argentina.

### What are your impressions of Ericsson so far?

"I am impressed of the way the company is always looking to the future, but not only to the close

future but also 10 or 20 years ahead."

### What are you working with at the moment?

"I am currently working at a Network Transformation Project pre-study for an operator in Chile and I face challenged of predicting how we can evolve the customer's network to

simplify and optimize it."

### If I visited Buenos Aires tomorrow, what would be a must-see for me?

"Go to Puerto Madero and Recoleta for a great gastronomic experience. And of course do not miss the amazing tango shows in La Boca."

### Web poll

41

... percent of 334 Ericsson employees say they have engaged with their manager to share their ideas about the strategy.

Source: Intranet

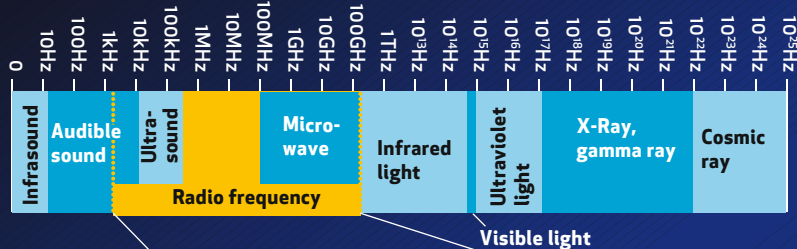
## Have you been asked ...

# ABOUT RADIO SPECTRUM?

## Spectrum allocation

Radio spectrum is a limited resource and the demand for frequency space is increasing. Frequencies are not country-specific, and so a large part of the regulation work is done internationally.

### Electromagnetic radiation



## 1. GLOBAL LEVEL

### The International Telecommunication Union (ITU)

This is a UN organization that handles the standardization and coordination work relating to telecommunications and radio.

The radio regulations form the basis for international frequency usage. Advancements within radio communication often mean that changes to the regulations need to be made for new or adapted radio systems. The ITU therefore holds world radio conferences, during which decisions are made on updating radio regulations. These conferences are held every two to four years.



### How it works ...



The radio regulations are set and these determine which frequencies can be used for what. The same frequency has several areas of use; these are ranked to determine which areas have priority in cases of interference.



## 2. EUROPEAN LEVEL

### The European Conference of Postal and Telecommunications Administrations (CEPT)

Countries in Europe meet to agree on the frequency band.



The CEPT refines the division of frequency, aligning it with European requirements.



## 3. NATIONAL LEVEL

### The Swedish Post and Telecom Agency (PTS)

This is the authority that determines how frequencies are divided in Sweden. The agency also controls the type of radio transmitters and receivers that may be sold in the country.



Frequencies can be shared out or sold to companies through licenses. Unlicensed frequencies such as WLAN are also set.



1:55pm / October 7 / Stockholm, Sweden



## Technical magic

Anders Backerholm, business builder at the newly-opened Ericsson Studio in Kista, wirelessly transfers an image from a mobile to a touch screen in front of a group of visitors. On this day, guests from Karolinska Institutet, TeliaSonera, Skandia, Coop and Semantix are getting to see how Ericsson technology can be implemented in a range of areas. The center opened in August as a showcase for customers and partners interested in the magic of mobile technology. PHOTO: JESPER FRISK

# 3 HAVE THEIR SAY

What was the last application you used on your mobile?

► **Gao Xing, 21, student, Beijing**



I was sending a text message just now, but earlier I was reading

a book that I downloaded from the internet: The Catcher in the Rye by J.D. Salinger. I prefer to download books to my mobile phone rather than carry books around. My commute is only a short distance, and it's more convenient to read using my phone. Books are heavy, bulky and a bit cumbersome.

► **Nrng Yuxin, 12, student, Beijing**



I just got off the phone with my dad. Normally after school

I use the mobile to call him and to tell him I am on my way home. Sometimes, I'll check online for information related to my studies. If there is anything I don't really understand I'll check online.

► **William Ng, 45, employee, MasterCard, Beijing**



I've got a 2G phone and I use MSN Messenger a lot for English

and Chinese, though a lot of Chinese people like QQ. For internet I use my laptop in hotspots. Lots of coffee shops have Wi-Fi. I'd use an iPhone but in China they don't carry the Wi-Fi feature. The Chinese operators want everyone to use 3G; they're really pushing that.

☒ David Callahan

# All the fun of the fair

This year's Ericsson day at Gröna Lund amusement park in Stockholm in September offered both entertainment and insights as visitors enjoyed unlimited rides and found out all about the company's latest technological innovations.

**FUN** Ericsson employees spent a day at Gröna Lund with their families and friends. The visitors were also shown displays of Ericsson's operations, which included demonstrations of the technology of the future on the main stage.

**More than 50 years** Ericsson CEO and President Hans Vestberg was among the many visitors at this year's event, which has been held for employees for more than 50 years.



Three of the visitors at the Ericsson day.

PHOTO: PERINILLE TOPFTE

Charlotte Ivars, head of Work Environment & Benefits, believes it is important for all employees to get the chance to see the technological innovations that are being created within their company.

"We're pleased to work together with Research and Ericsson Studio, and also to show the employees' families what is being done at Ericsson, and the exciting company of the future that it is," she says.

## Sporting spirit

At the foot of the stage, basketball players in the Ericsson-sponsored team Akropol BBK demonstrated their skills. The players also arranged competitions and workshops for participants, young and old.

☒ Katarina Ahlfort

**"If you can empower a woman and give her an education, you can affect the entire next generation because you're affecting the way her children see the world."**

Philippe van den Bossche, Madonna's former charity representative, at the launch of the Connect To Learn project.

## By the way...

**NOTED** **Bina Chaurasia** has been appointed head of Group Function Human Resources & Organization, and will become a member of the executive leadership team. She joins from US computer manufacturer Hewlett Packard, and will take up her position on November 15.

**Ericsson** in Ireland organized a day to draw attention to the diver-

sity work being carried out within the company. Ericsson Diversity Day was held on September 23 at the Ireland offices, with international food, music and activities.

**Ericsson** is participating in a project that will give millions of children in Africa an opportunity to receive an education with the help of a telephone network. Telecom techno-

logy will make it possible to teach children in far-flung villages. The project is called Connect To Learn, and was launched in New York in September. Other partners include Millennium Promise and the Earth Institute at Columbia University in the US.

**Images** from the Technology for Good photography exhibition, which

was held at New York's Grand Central Terminal in the US on September 20-22, can be seen on: [www.flickr.com/groups/techforgood/](http://www.flickr.com/groups/techforgood/)

**The newly opened** Ericsson Studio in Kista, Sweden will have two open days for all employees on October 29 and November 12, between midday and 3pm.



PHOTO: PERNILLE TOFTE



Maria Bivesjö, full-time working mother of six, says she has good use of her smartphone.

# Motherhood and mobility

**Six children, a full-time job and boxing training – Maria Bivesjö’s days could easily be chaotic. But she manages to make it all work with what she calls “management by mobile phone.”**

**APPLICATIONS** “With six children living at home, my days are disrupted,” she says. “I want to be efficient all the time. Thanks to my mobile phone, I can keep track of everything from parents’ meetings to where the children are.”

**Round-the-clock accessibility**  
When it was discovered that Stockholm-based high-school teacher Bivesjö’s son had a chronic illness, she began taking her mobile phone with her everywhere, so she could be reached if anything happened to him. “Many think that the information flow causes

greater stress, but for me it’s the opposite,” she says. “I’m calmer in the knowledge that I have a tool to help me. But I use my smartphone at least as much for the entertainment value; I play games, test fun mobile apps, and log in to sites like Facebook and Spotify.”

**App happy**  
Bivesjö says she would like to see more apps for booking and ordering products and services, such as: a library app that could tell you when the book you have been waiting for is available; or a drug store app, through which you could order medicine.

“I like finding my way through the ‘app jungle,’ but I’d never buy one for more than SEK 35,” she says. I want them to be cheap because then you can afford to test them and discard them.”  
One of Ericsson’s

contributions to applications development is the EStore, a mobile applications platform that opened almost a year ago. EStore contains programs for all operating systems and is more than a store; it is also a “workshop” for developers.

“With EStore, we also offer an opportunity for developers and publicists to directly reach out with their products,” says Jonas

Wilhelmsson, who works with strategic marketing within Business Unit Multimedia. “The developers gain a major channel to distribute through, and they don’t need to adapt to every operator’s specific billing system.

“The EStore has every chance of growing even more because Ericsson is so big. We have the ability to distribute apps all over the world.”

☒ Sofia Falk

## EStore

- ▶ The EStore is an open platform where all operators can create their own apps stores.
- ▶ Customers can also be developers or publicists who present their products through the EStore, which also acts as a “shop window”
- ▶ The EStore is both an app store and a developers’ community
- ▶ Ericsson is responsible for the technology behind the EStore, while the operators look after the sales of the apps and charge their customers on their mobile phone bills
- ▶ The EStore can also keep track of what is selling, as well as dividing up and paying out earnings, which are then shared between Ericsson, the operators and the developers.



PHOTO: ISTOCK

## Improve your projects

**SMART** There are lots of free project-managing tools on the internet.

▼ **THE SMASHING APPS WEBSITE LISTS A FEW:**

Teamworkpm.net

Glasscubes.com

Pivotaltracker.com

Projectbubble.com

Hitask.com

## FCC opens new spectrum

**SPECTRUM** More spectrum is now being opened for wireless communication in the United States. The US Federal Communications Commission has set the technical rules for the use of “white spaces,” the gaps between tv frequencies. The frequencies are lower than those used for common Wi-Fi and therefore have a longer range. Both Microsoft and Google have begun work to offer wireless internet using white space and many other companies are looking forward to the innovation made possible with the FCC’s vote. Opening up this spectrum creates space for new industries and jobs, and adds fuel to investments and innovation.

Source: Readwriteweb.com

5000

files: this is what the average consumer has stored on their computer, mobile phone and other devices, according to Ericsson ConsumerLabs’ Consumer Trends report.

## App helps cancer fight

**MOBILE HEALTH** Breast-cancer.org has released the free mobile app Breast Cancer Diagnosis Guide to help patients research and understand their pathology reports. The app helps them and their doctors determine the right course of treatment. The tool can be downloaded from iTunes.com.

Source: Readriteweb.com

## E-book piracy rising

**E-BOOKS** As the popularity of e-books increases, e-book piracy is also growing. According to a study by Attributor, a company that develops anti-piracy solutions, the interest in documents from file-sharing sites has increased by more than 50 percent during the past year. Stephenie Meyer's "Breaking Dawn" was the most pirated book in September, and the majority of demand for these books came from the US, India and Mexico. Since the arrival of the iPad, demand has increased by about 20 percent.

## Age no barrier to networking

**SOCIAL MEDIA** The use of online social media is increasing markedly among older people, according to the study The Pew Internet & American Life Project, reports Socialnomics.net. Between April 2009 and May 2010, usage among those aged 55-64 grew by 88 percent – and the 65 and older group's online presence grew 100 percent during the same period.



PHOTO: JESPER FRISK

The participants at an internal workshop brainstorm on the products that will be in demand in the next decade.

# Workshop for visions

**At the first full-day Innovision workshop that was held in June in Stockholm, the customers got so involved in the process of innovative thinking that they rearranged their schedules. Now the workshop format is being distributed throughout the company.**

**INNOVATION** José Angel Hernandez, head of Content & Messages, says: "The Innovision workshops are a new way to engage with customers. Instead of showing a 30-slide presentation, we work together and share ideas around agreed pre-defined topics focusing on consumer experiences, the future of TV and its implications for people, business and

society, or devices."

The innovation process is normally led by an external moderator who directs the conversation.

"We dig deep into questions for which we might not have a ready answer. That makes it really exciting," says Hernandez.

### Brainstorming

The workshop consists of several scenarios within the categories of Home, Work, Travel and On the go. Participants brainstorm around an entire subject within these categories – for example, looking at which technology or product will be big within each segment in the next decade.

Yigit Kulabas, head of Tactical Marketing,

says: "The Innovision workshops create engagement and strengthen the relationship with customers."

### What next

The next stage in the history of Innovision is to hand the model over to the regions. An internal workshop was organized recently for regional Tactical Marketing heads. The aim was to make them understand the concept

and the process of the new engagement tool and implement it locally.

Alexander Gellner, head of Marketing for Region Western Central Europe, says: "Most often, we speak to engineers about products; through Innovision we can interact with marketers about ideas. What better way to start discussing new business areas?"

☒ Sofia Falk

## Innovision workshops

- ▶ Started as a trial project at the Mobile World Congress in February 2010
- ▶ Initiated by Tactical Marketing
- ▶ To engage customers
- ▶ Consist of scenarios within the categories of Home, Work, Travel and On the go
- ▶ Led by an independent moderator
- ▶ Based on customer-driven innovation.

# Remote wins IPTV award

The next-generation remote control will make channel-surfing an experience in itself. Ericsson's touch-screen IPTV Remote won the Best IPTV Technology award at the IBC broadcasting event and has now come a step closer to the home.

**IPTV** The Ericsson IPTV Remote, displayed for the first time at February's Mobile World Congress in Barcelona, has been extensively modified since then and created huge interest at September's IBC in Amsterdam.

**TV at your fingertips** The Android-based touch screen will eventually be used for all media devices in the home.



TV to the touch screen." The device is aimed primarily at IPTV and cable-TV operators who want to offer their customers a new TV experience. The screen is also a marketing opportunity for operators, where they can communicate new offerings to customers.

The Ericsson IPTV Remote is the next generation remote control, for all devices at home.

Stefan Jacobson, responsible for Fast Track Development within IPTV and Connected Home, Solution Area TV, says: "The offering available on our TV sets has changed enormously



Stefan Jacobson

in recent years, but the remote controls look the same as before. Now we have about 100 channels and perhaps thousands of films to choose from. This simple interface makes it easier for the viewer to navigate to the right content. Ericsson IPTV Remote moves the searching away from the

**Out soon** Ove Anebygd, head of IPTV and Connected Home, says: "We expect to offer a trial of the IPTV Remote for selected customers by the end of the year and to launch it commercially by mid-2011." Sofia Falk



Ove Anebygd



PHOTO: ISTOCK

## Smartphones open doors

**MOBILE SERVICES** Two Holiday Inn hotels in Chicago and Houston in the us have begun a pilot project in which guests can use their smartphones instead of room keys, reports usA Today. With the new system, which will be evaluated in December, guests receive a text message with their room number and a key code after they have booked online. The system will act as an alternative to, not a replacement for, the regular room keys, says a spokesperson for Holiday Inn.

# Happiness is online

The belief that heavy internet usage makes people less sociable and more detached appears to be a myth.

**SURVEY** A recent global study by the British Computer Society reported in the New York Times shows that internet access actually has a positive effect on humans' well-being, particularly among low-income earners and those in developing countries. According to the survey, the internet has come to mean so much to so many people because you can find information, get in and keep in contact with friends and do so many jobs. This all adds up



PHOTO: FELIX OPPENHEIM

Internet access improves quality of life especially for women in developing countries.

to a feeling of freedom and control. In particular, women in parts

of Africa, Asia and the Middle East, where their roles are socially

controlled, say the internet has improved their lives.

## Engineers have new favorite

**AT THE TOP** Ericsson has overtaken Google and now tops the list of Sweden's most attractive technology and IT employers, according to a survey produced by Swedish magazine Ny Teknik in collaboration with the Swedish Association of Graduate Engineers. Almost 1000 respondents ranked 189 companies in the survey.

69

billion US dollars is what Facebook founder Mark Zuckerberg is worth, according to Forbes' list of the 400 richest people in the United States.

# Hello...

PHOTO: ANDREAS LUNDBERG



**...Martin Nygren,** producer of Swedish TV series "Felix stör en ingenjör" in which viewers follow comedian Felix Herngren as he visits successful Swedish engineers overseas. During his rounds, he will meet two Ericsson employees in Jamaica. **How did the idea for the program come about?**

The production company OFM was behind the idea, and they presented it to us. We thought it seemed like a fun and interesting concept and so we went further with it. That is usually how it works; a production company presents ideas to us, which they hope we'll snap up. The fact that Felix was involved made it even better.

**Can we expect technology to be used more as entertainment following this?**

Well, we don't get many program proposals that deal with technology – not to the same extent as cooking, interior decoration or health, for example. I hope this show will be so successful that it might lead to more. Technology can be both exciting and fun on TV if it's done in the right way. We also live with so much new technology around us, so it concerns everyone.

**Would you prefer to climb up a 3G mast or get lost in a mine?**

That's a tough one. I'm both afraid of heights and have a hopeless sense of direction. I'd take the mast if you gave me some kind of safety equipment.

☑ Sofia Falk

## A WEEK WITH THERESE JOMBART

# TV star for a week



**Therese Jombart works at Ericsson in Brazil and is responsible for business innovation. She is also one of the Swedes who Felix Herngren visits in the new TV4 series, soon to be shown on Swedish television. This issue's diary looks a little different as it covers several days during the recording of the TV show.**

### TUESDAY

The TV team of eight people arrive unannounced at Ericsson in Brazil. Half of them are dressed in shorts and are not allowed in.

### WEDNESDAY

We carry out interviews to be used as extra material. The first sessions on camera are the hardest; I do not feel totally comfortable. In the evening we have a typical Brazilian dinner with the TV team and Felix.

### THURSDAY

The first proper day of shooting. We begin at the pretty Mercado Municipal, or Municipal Market, in São Paulo. I begin to understand how the next few days will be, and although we are followed by an eight-strong team with cameras and microphones, Felix's spontaneity and



PHOTO: TOBIAS HÖRNER-FLICKT

Therese Jombart and program leader Felix Herngren take a well-earned break from the intense work with the TV series "Felix stör en ingenjör."

fairly crude humor keep me relaxed.

In the afternoon we shoot at my house and prepare for tonight's dinner. We discuss networking and how people communicate in Brazil.

### FRIDAY

I get a new nickname from my colleagues, who have seen the film crew in the office: Movie Star. Because the concept of the TV series is to cover serious topics in a fun way, the cameras film our office aerobics session. My colleagues definitely put a little extra into the session as a result.

In the afternoon we go to Rio.

### SATURDAY

It's an intensive day with many scenes to shoot. But it could be worse – we start on Ipanema beach. I have a great time – but there hasn't really been a typical day at work so far.

After filming in a lot of places in Rio – some of them pretty unusual – and talking about the future of communication and cool services, the day's recording ends with a typical situation in Brazil: the skies open and we have to run back to the hotel soaking wet.

☑ As told to Sofia Falk

## This is Therese Jombart

- ▶ Age: 30
- ▶ Years at Ericsson: 5
- ▶ Family: husband and daughter Thea, aged two
- ▶ Interests: travel and nice dinners with friends

### Therese prefers:

- ✓ City
- ✓ Books
- ✓ Sports
- Evening at home
- Individual sports
- Country
- ✓ Newspapers
- Culture
- ✓ Night out
- ✓ Team sports



PHOTO: CATHARINA BYSTRÖM

## Mobile phones become portable

**LOOKING BACK** This image was used in a Swedish Radio Company (SRA) advertisement for mobile phones in the 1970s. Until then, mobile phones had only been installed in cars – but now they had slimmed down to a weight of about 10kg, and came complete with a shoulder strap to show how mobile they were.

Mobile telephony systems A and B (MTA, MTB) had developed into system D (MTD). At the same time, phone manufacturers were now allowed to market their products directly to users, thanks to a new provision in the Swedish telecommunications regulations. Previously, the Swedish telecommunications authority (Televerket) owned all the equipment.

MTD was still semi-automatic, making it necessary for the user to connect the calls. At most, MTD had 20,000 subscribers, and the system was discontinued in 1987.

Source: *Det svenska teleundret*  
by Anders Johnson.



PHOTO: ISTOCK

## Machines taking over

**INTERNET OF THINGS** It has finally happened; during the second quarter of this year, us operators AT&T and Verizon connected more electronic devices (such as GPS, TV sets and digital photo frames) than people. The increase in sales of new internet subscriptions has eased off slightly in the us, while the market is wide open for connected homes instead, according to a report by industry analyst Chetan Sharma.

Source: *Readwriteweb.com*

**“She or he should be very sharp within their area, open to new influences, like working in a team, say what they think and be a little stubborn.”**

CEO and President Hans Vestberg on the qualities and competencies that the ideal engineer should have. Source: *Ny Teknik.se*

## COMPETE AND WIN A PRIZE

**CONTEST** How carefully do you read *Contact*? The answers to the three questions below can be found in this issue of the magazine.



- Which company did Ericsson replace at the top of the list of Sweden's most attractive employers, compiled by *Ny Teknik* magazine and the Swedish Association of Graduate Engineers?
- How many years has Ericsson Response existed?
- What was Bert Nordberg's title before he became president of Sony Ericsson Mobile Communications.

**Write your** answers after each question, put competition in the subject field and send

your answers to contact.comments@ericsson.com no later than November 19. The winner will receive a copy of the Ericsson book "Changing the world". If more than one person answers all the questions correctly, the name of the winner will be drawn from a hat.

**The winner** of the last competition was Nitin Talwar, India. Answers to last month's quiz:

- Application Programming Interface.
- NTT Docomo.
- Ericsson Nicola Tesla.

## What was happening this time...

### ...25 years ago

**1985** Nils Rydbeck, the "father" of Ericsson's mobile phones, took over as head of Ericsson Mobile Telephone Laboratory in Lund. In 1987, the organization became a business unit within Ericsson Radio Systems.

### ...10 years ago

**2000** Ericsson displayed the T36 and R520 mobile phones at the CommunicAsia communications technology event in Singapore. The R520 phone represented the first step towards 3G.

### ...5 years ago

**2005** Ericsson signed a contract to run and maintain operator 3's network in the UK. At that time, it was the biggest contract Ericsson had signed, and was one of the largest managed services deals within the telecoms industry.

## Facebook's networking garden

**SOCIAL MEDIA** After the Connected Tree, we now have Meet Eater, a student project created at the University of Queensland, Australia. Meet Eater is a garden that needs to communicate through Facebook to grow. The more friends and messages it receives, the more water and nutrients it gets through a watering system that is connected to a computer. You can read more about how this works by searching for "Meet Eater" on Facebook.

64

percent of Chinese mobile internet users say that they became aware of the service through the recommendations of friends and relatives.  
Source: *Ericsson Consumer Lab*

# Android is the answer

His main task is to increase mobile telephone sales. With a focus on the Android operating system and with the right support from **parent companies Ericsson and Sony**, Sony Ericsson President and CEO Bert Nordberg is ready to give the competition a tough time.

**N**ordberg had worked at Ericsson for 13 years when he was named President and CEO at Sony Ericsson. Among other positions, he has served as head of Business Unit Global Services, Group Function Sales and Marketing and Ericsson Silicon Valley – gaining what he says is an in-depth understanding of consumers.

*Why is Sony Ericsson a critical part of the Ericsson Group strategy?*

It is vital that we work closely together because Sony Ericsson is Ericsson's window to the consumer. It would be very difficult to have a strategy without knowing about our consumers' developing needs.

*Are the rumors about Sony buying out Ericsson's part of the company untrue?*

Yes, and I think that would be bad for both groups. Sony gives us the entertainment angle and Ericsson gives us the technology angle. It is great to have two "parents" with two different strengths.

*What is driving the development in handsets?*

There has been a shift lately. The smartphone market has emerged, mainly driven by the iPhone. Regrettably, this has meant a lot of the handset power has relocated to Silicon Valley.

When it comes to low-cost phones it is really difficult to make money unless you sell enormous volumes. So our main strategy has been to move into the smartphone market. We were early in adapting

to Android – that is where most of the value is.

*You talk about Android being the key operating system. What will happen to the others, like Symbian, for example?*

Operating systems are enablers for a whole ecosystem. Android is ahead of any of the competition. It is open source, which means many people can work with it.

There are some customers who are satisfied with what Symbian can offer: Facebook access and so on, but I see Symbian fading away. Then again, you never know – four years ago Android didn't even exist.

We avoid saying that we are shutting down operating systems. But we have not been shy in saying Android is our main focus.

*What do you need from the other business units at Ericsson?*

There are reasons to work with all of the business units. We need closer cooperation with Business Unit Multimedia and Global Services because there is a significant cross-over in the work we do.

We also need more capacity: smartphone development has taken the power out of the networks, and so the network capacity, or quality, has decreased noticeably. To help counteract this, we need more base stations and more capacity from Business Unit Networks.

Also, we have CDMA competence but we only work with CDMA in Japan. To be part of the LTE race you need to have a proven understanding of CDMA technology.

*Is Sony Ericsson becoming more of a software player?*

No. Our strategic planning is to make money on phones and content. To make money on content you must own the content. Sony, for example, has a lot of content from Sony Music and Sony Pictures: they will make money on this, but we can use this content as an additional attraction to sell our phones.

*How do you compete with iPhones?*

Apple is an ecosystem that includes a lot of established assets. Instead of copying Apple it is better that we have our own vision.

We are working a lot with communication and entertainment to establish Xperia as the most entertaining smartphone and our vision of the connected home. What we are selling is making people smile, and that is where we are going.

*How will mobile phone consumer behavior change within the next few years?*

The device will continue to do more and more. You will have less need to open your laptop computer and increasingly you will be in greater control of your communication. In the past people would log on to the internet once a day while on vacation. Now they don't need to do that. They have everything they need in their mobile phones and are always connected and therefore in constant control.

✉ Text: Jonathan Rothwell/Johan Kvickström  
Photo: Stefan Borgius



## BERT NORDBERG

- ▶ **Age:** 54
- ▶ **Lives:** London
- ▶ **Current Position:** President and CEO of Sony Ericsson
- ▶ **Education:** Electronic Engineering in 1978 and Engineer in the Swedish Marines from Berga, Sweden, in 1980. He has complemented these degrees with courses in International Management, Marketing and Finance at INSEAD University, France.



Meng Na (left) chats on QQ as she and fellow cosplay performer, Ni Huan, shop in Beijing's trendy Houhai neighborhood before rehearsal. The two met through an online social community. "When we meet someone over the internet, we then meet up in person," Ni says.



# CHINA



Economic growth is transforming China into a **more urbanized culture**, where a greater number of people can realize their aspirations for a better life. Wang Yu Xia and Meng Na are two members of a **new generation** who are finding meaning through technology.

## A passion for online communities



BEIJING  
CHINA, ASIA

**As the Friday evening light starts to fade and tables fill up in restaurants and eateries across Beijing, 26-year-old Wang Yu Xia, a live-in domestic helper, says goodnight to her employer's three small children and joins the flow of youthful energy toward the Chaoyang district – a popular hub of nightlife and shopping.**

**M**eanwhile, on the other side of the city, Meng Na, 26, begins the hour-long process of transforming herself into the demon lord, Lilithmon, for a costume play she is rehearsing.

Though these two women have

never met, their stories are similar – both arrived at this stage of their lives by way of an online game.

Like 69 percent of their peers, Meng and Wang play video games daily, sometimes for as long as four hours. Chinese youths lead the world in the amount of time they spend playing online games, which is one of the biggest data traffic driving activities here, along with mobile messaging, video streaming and social media.

A 2010 report from Ericsson ConsumerLab, Chinese Consumer Trends in a Global Perspective, says that daily internet usage is a way of life for the vast majority of China's urban youth. ▶

# CHINA



“In this kind of work, you don’t get out much,” says Wang Yu Xia as he streams a cartoon for the children she takes care of.

## “Online connectivity has led to my personal transformation” Meng Na

► They are enjoying the benefits of China’s prosperity, and using information and communications technology (ICT) to manage – and enjoy – life.

**Online communities**, such as those built around electronic games, have a strong pull for Chinese youth, particularly in large cities such as Beijing – home to about 22 million people. In cases such as Wang’s and Meng’s, making friends online has transformed their lives.

Meng is also the founder of Pink Monkey Paradise, a company that produces costume plays, or cosplays, as they are commonly known in Asia. Their cosplay company travels too, so when they are in another city, they will look up those whom they have met online.

“Usually when we meet someone over the internet, we then meet up

in person,” says Ni Huan, one of 70 performers in Meng’s company.

Pink Monkey Paradise’s performances are elaborately choreographed musical interpretations of animations, comics, electronic games, history and assorted pop mythology. The show they are rehearsing when Contact meets them is based on the anime series, Digimon. Meng says Pink Monkey Paradise characters range from ancient Chinese warlords to Lady Gaga.

They are one of a relatively small number of professional companies in an art form that is mostly amateur. Corporate gigs are their top source of income, Meng says.

**From her childhood** in Liaoning Province, a scenic coastal region near the Korean peninsula, Meng had always been interested in costumes and performing. But her immersion

in cosplays might not have happened had it not been for her attraction to interactive online games.

“While preparing for university, I met people online from Beijing mostly through a role playing game called Fairy Legend,” she says, “They persuaded me to come and see the city for myself. That’s when I decided I would study there instead of in Liaoning.

“All of my friends were people I knew from online games.” Meng enrolled in an international trade program at the University of International Business and Economics in 2004. Before long, an online friend invited her to a cosplay event.

As Meng prepares for rehearsal, people in another corner of the city are drifting down to a corner eatery just two blocks from the townhouse where Wang works.

The aroma of grilled pork and

## Did you know...

that 94 percent of urban Chinese own a mobile phone and 65 percent of households have a desktop computer? In rural China there were nearly 107 million internet subscribers by early 2009, reflecting an increase of 26 percent over the previous year.

shrimp mingles with chicken broth and exhaust fumes from Beijing's overheated traffic. Wang orders bottled water, takes a table and waits for a friend she met through an online game. They stay in contact through QQ, a popular desktop and mobile instant messaging application that enables users to create groups and develop social networks.

**China has one of** the world's highest rates of daily instant message use, and QQ appears to be the overwhelming favorite due in part to its compatibility with the Chinese language and character system. The mobile version has led to a rapid increase in usage over the last few years: only 1 percent of Chinese subscribers used QQ in 2008, but today 15 percent are on QQ weekly.

Wang had never heard of QQ, or online communities, before arriving in Beijing in 2004 from the western province of Gansu, one of China's poorest. Like many people migrating to the cities here – nearly half of China's population now lives in cities, a 10 percent increase on 2000 – she was a stranger in a strange world.

"I didn't know anybody when I first came to Beijing," Wang says. "I didn't

know anything about computers, or the internet." She was working at her second domestic job in Beijing when the laptops scattered around the house drew her curiosity. She felt she was missing out on the excitement of life in the city as only a young adult can experience it. "I barely left the house," Wang says.

"I felt a sense of loss. I was sort of depressed. Even though there are people from my province in Beijing, it's very difficult to connect with them." Her employer knew Wang was bored and encouraged her to explore the internet.

**One night during** a phone conversation with a friend back home, Wang learned that a QQ account would enable them to chat more frequently. The friend offered to set up her account and asked Wang what username she would like.

"Ladybug," was her reply.

It did not take long before Wang caught the gaming bug, and discovered a way to make friends.

Personal connections came naturally through online games. These quickly led to offline socializing and

her friends, which she estimates as being "several dozen," regularly getting together for dinner parties, picnics, trips to tourist sites and, of course, playing games.

Wang says she has even begun dating a young man from Gansu, whom she met online.

**China has a relatively** high level of mobile community activity, and it is growing fast. Ericsson ConsumerLab reports that 19 percent of China's youth connect to their mobile communities on a weekly basis.

The Pink Monkey Paradise friends group is one such community. Meng says its members take an active interest in the company's performances and do not shy away from offering advice. Meng takes such discussions seriously. The first time she heard of cosplays was in 2004, in an online game community.

"A friend said, 'I'm going to play a character from the game we were playing in a performance, why don't you come over?'" she says.

As a connoisseur of animation, her interest was immediately drawn. "My friend played a priest and it opened ▶

## SUPPORTING CHINA'S OPERATORS IN MOVING INTO 3G



Sean Gowran

**WITH 20 MILLION** subscriptions in barely 12 months, China has become one of the world's largest 3G markets,

even though penetration is relatively low. Sean Gowran, head of Engagement Practices at Region China and North East Asia, says China's three operators are preparing for a massive demand for mobile data once mobile internet takes hold, even though the majority of Chinese consumers "are for now uncertain whether they need 3G." Gowran gives a rundown of the ways Ericsson is helping China's operators meet the opportunities 3G offers:

### CHINA MOBILE

- ▶ **Technology:** GSM, TD-SCDMA
- ▶ **Market share:** 72 percent in 2G; 41 percent in 3G (by Q2, 2010)

**"ONLY 2 PERCENT** of China Mobile's subscribers are using the 3G network, which is based on the home grown TD-SCDMA technology. They're heavily invested in TD-SCDMA, but subscriber growth is mainly on the GSM-based 2G network, where we are helping them balance increasing data traffic with voice quality. China Mobile has recently made a significant investment in IP Multimedia Subsystems (IMS) and we're advising them on go-to-market strategies, such as launching TV services, among others."

### CHINA UNICOM

- ▶ **Technology:** GSM, WCDMA and fixed
- ▶ **Market share:** 19 percent in 2G; 29 percent in 3G

**"CHINA UNICOM IS** expecting a tremendous demand for data on their HSPA network, once word of mouth and marketing take effect. They've built out wide coverage and significant capacity and we're advising them on how to build up subscriptions and maximize revenue while preparing for the data explosion. Other engagements with China Unicom include IPTV, mobile backhaul, network maintenance, network optimization and managed services."

### CHINA TELECOM

- ▶ **Technology:** CDMA and fixed
- ▶ **Market share:** 9 percent in 2G; 30 percent in 3G

**"IN ADDITION TO 3G,** China Telecom has fixed broadband access, including fiber to the home. We are coming to the end of a 14-month project in which we advised them on a three-stage network transformation culminating in a migration to LTE. We are also discussing IPTV."

# CHINA

“With the internet, you’re always meeting new people”

Wang Yu Xia



Wang Yu Xia meets up with a friend at one of Beijing’s ubiquitous sidewalk grills. “My first impression of the internet was that it’s a miraculous thing.”

► a brand new world for me, it was something I never imagined.”

Within a year, Meng was performing in amateur cosplays, while attending classes and working part time. She was uninspired by the prospect of a 9 to 5 office job and the formation of a professional cosplay company began to dominate her career plans.

**Meng became** the central driver in founding the Pink Monkey Paradise ensemble, which recruited members through online social networking. In the last two years, the company has earned a reputation as one of Beijing’s best cosplay groups. Future plans in-

clude branching out into costume design and other cosplay-related businesses.

Meng is quick to endorse the transformational power of ICT. Like many Chinese youths, she relies on it regularly and considers it important to have internet everywhere she goes. She finds her operator’s 2G network suitable for her needs – chatting on QQ, using GPS-based applications, and reading books she has downloaded to her mobile. But when she plays online games or streams animation videos, Meng uses her desktop computer at home.

She pauses to think how life might have turned out had she not reached

out through online social media. “Certainly, online connectivity has led to my personal transformation.

“Without the internet, I wouldn’t have come to Beijing; without having come to Beijing, I wouldn’t have learned about cosplays, because where I come from nobody knows what cosplays are.”

**Wang agrees.** “It’s hard to meet people here, and because of the nature of my work you don’t get out much. But with the internet, you’re always meeting new people.

“I would do anything to maintain internet access. I can’t stop using it.”

✉ Text: David Callahan Photo: Per Myrhed

Connected and mobile ... Urban Chinese are spending more time online in China, which shows the highest rates of youth gaming in the world, as well as a comparatively high usage of mobile instant messaging.



»» **Building a brand on China's campuses** »»

# CHINA



In preparation for the first week of the term, members of the EriClub at Tsinghua University meet outside the campus café to discuss scheduling experts from Ericsson to speak at the school. From left, Sha Zhou, Song Yang, Liu Jiahui (with back to camera), Sherry Li and Shen Bo'an.

# The art of reaching students



BEIJING  
CHINA, ASIA

**It is vital to recruit the best talent for the battle within the Chinese telecoms market. Ericsson works closely with some of the country's biggest universities to attract the best students at an early stage.**

**T**here is one week until the start of classes at Beijing's Tsinghua University. In an annual ritual, uniformed first-year students are marching in formation on the football field, as music blares from loudspeakers and clusters of senior students whiz past on bicycles.

Passing the scene is Sun Xiaoguang, the driver for Ericsson's cooperation with China's universities, on his way back from a meeting with university officials.

"It looks like it's so far, so good," Sun says. "We are holding a national student competition and we have just accepted Tsinghua's proposal for it.

"That's going to be the kick-off for the EriClub here."

**The Tsinghua University EriClub** has 30 members from a broad range of disciplines, including art, material science and telecommunications. In addition to supporting campus recruitment campaigns and presenting guest speakers from Ericsson, each EriClub selects projects that are of interest to Ericsson and divides up responsibilities among members. They meet experts from Ericsson, who give them instruction on what they need to achieve their goals and the university organizes professors, external experts and source material that will help the team.

Sun says recruiting from within China is a priority, not only for the language skills, but for cultural reasons. "China is a little bit special," he says. "We have a different culture from western countries, and we have a long history.

"Chinese candidates understand the market better than a foreigner. Naturally, they know how to work with Chinese colleagues and Chinese custo-

mers." Ericsson welcomes any qualified candidate – whether from China or otherwise – who has "advanced competence and in-depth understanding of China, or at least a strong willingness to understand China.

"Most of the foreign companies are trying to recruit here, so the competition for talent is stronger than in other countries. Also, with the economic growth, China's candidates are more ambitious for more challenging jobs – which leads to more job-hopping."

**Ericsson has paid** careful attention to Chinese universities for at least 20 years, beginning with the establishment of a long partnership with Beijing University of Post and Telecommunications (BUPT). The first EriClub was launched there in 2009.

Through joint lab projects and internships, Ericsson now has an "inside track" to the university talent pool, while ensuring students are trained in the competencies that Ericsson needs. Every year, Ericsson hires about 300 graduates from Chinese universities.

Ericsson's efforts have gained momentum in recent years. Tsinghua University, for example, is in the process of adopting new methodologies for learning and Ericsson's program fits in with the institution's ideas. "They want to try something new," Sun says. "They want to use innovative methods to make their students the top students, not only in China, but in the world."

**At the campus café**, several members of the Tsinghua EriClub are having coffee with Ni Jie, director of the Science and Innovation Center of Youth League at the university, who is responsible for the EriClub program at Tsinghua. Ni says cooperation with Ericsson enables the university to produce highly marketable graduates with a real understanding of the ICT industry. "It also enhances the university's innovation capability," he adds.

"The cooperation with Ericsson enables our students to get more ▶

## CHINA'S NEW REVENUE STREAMS

Ericsson is recruiting a wider range of talent to meet Chinese operators' future needs, as they seek new revenues in such areas as TV and M2M.



**MATS H. OLSSON**, head of Region China & North East Asia, says that revenue opportunities such as e-government and

e-health "will soon become reality."

"China Mobile is focusing a lot on M2M," he says.

Other popular services include music downloading and ring-back tones, Olsson says. "On top of this you have mobile reading, mobile payment, mobile wallet – which are all opportunities of great interest."

Chinese consumers are also interested in mobile tv, he says. "Once you can get decent quality tv through mobile devices you have an area of fantastic potential growth."

tv and managing and distribution of content has been a "hot" issue, which Olsson says is now starting to get resolved by the government. "I believe operators in China will slowly be allowed to enter into the distribution of content, and to a very small extent they will be allowed to manage and develop content though content remains the responsibility of SARFT (State Administration for Radio, Film and Television).

"tv and video in China are, like anywhere else in the world, the most important parts of the long-term solution for growth in our industry. This is quite a breakthrough. It creates a market for triple play."

# CHINA

**“Instead of telling them Ericsson is a good company, we engage them in a challenge”** Xiaoguang Sun

## Did you know...

... that the majority of Tsinghua University's students are among the brightest high school graduates in the country? Only 16 percent of MBA applicants are admitted to the graduate school, which counts China's President Hu Jintao among its alumni.



Ni Jie of Tsinghua University (left) chats with Sun Xiaoguang, Ericsson's driver for cooperation with Chinese universities. The EriClub program fits in with Tsinghua's effort to adopt new learning methods.

► than theory and literature. They get access to experts in the industry, as well as the lab materials they need to do cutting edge research. Ericsson gives us a great deal.”

**Liu Jiahui**, a graduate student in Tsinghua's linguistics program, says she was drawn to the program because she had never seen a club before involving the university and a big enterprise. “That struck me as a big opportunity to push creativity,” she says. “I am interested in the relationship between second language learning and ICT and I thought this could help broaden my knowledge.”

Ni says the cross-disciplinary interaction is one of the most exciting aspects of the program for Tsing-

hua. “Bringing together people from different specialized areas to address a common issue helps generate a good exchange of ideas and communication,” she says. “You get different approaches and ideas that activate other ideas.

“We want to activate ideas about innovation.”

Like several members of the Tsinghua EriClub, Liu is weighing up a number of career options, both within and outside of telecom. Sun recognizes that not all EriClub members will ultimately choose Ericsson, a fact he attributes to scant awareness about the Ericsson brand on campus. “It's a challenge. We need to brand ourselves proactively on the campus,” he says. “Ericsson has no consumer product, and the company has historically been low profile.”

Sun says Ericsson has surveyed students to learn how they get information, how they interact with friends, and the kind of people in the industry whom they would like to meet. It is all part of figuring out “the art of getting through to the students.”

“Our audience is quite young,” Sun says. “They are the new generation and we have to use their ways of communication and thinking in order to involve them as ambassadors for Ericsson. You could put an ad on TV that nobody will see. Or you can go viral.”

For instance, the Tsinghua EriClub last year promoted an interactive training event for graduating students, many of whom released photos and news about their participation on their own social network sites.

Willis Wang, an Ericsson intern and graduate student at BUPT who was involved in launching the university's first EriClub in 2009, says that bridging the gap between campus and company also means making student involvement fun. The EriClub at BUPT sponsors team-building activities, such as sports, boat rides, cycling and karaoke. “During these activities students get to know each other more,” he says. “We also invite senior Ericsson people to speak on campus.”



Willis Wang

**The impact appears** to be strong. “This team is like a family,” says Song Yang, a telecommunications engineering graduate who belongs to the BUPT EriClub. “From this club I am learning more about Ericsson, and... if I have the opportunity, I want to work for Ericsson.”

Text: David Callahan Photo: Per Myrhed



# The next big thing...

**China has begun investing heavily in pilot projects for an Internet of Things, a self-configuring wireless network of sensors designed to interconnect all things in everyday life. Flora Wu, principal analyst at BDA China in Beijing, says the Chinese government considers the Internet of Things a huge opportunity.**

*What does the Internet of Things mean for China and why does the government want it?*

In China, there is a government initiative of informatization, so the government and its state-owned operators are very enthusiastic about investing in the Internet of Things. But in reality, the Internet of Things is in its early stage of development in China, so we think it will take a long time – perhaps a decade or more – to really turn its amazing potential into reality to benefit people's lives. While the market for machine-to-machine communication is relatively small in China today, there are signs it is growing significantly each year.

*Doesn't the technology to connect all things already exist?*

There are several technologies competing. However, there is no standard yet. That is one reason why the Chinese government is enthusiastic about the Internet of Things. Development around the Internet of Things gives China the chance to develop a global standard. China lagged behind in 3G and now the government and operators are starting to invest in LTE, 4G and the post-4G technologies. The Internet of Things is a new arena where it's possible for China to lead innovation.

*How do you see ICT vendors playing a role in addressing this lack of standardization?*

In the Chinese market, the government has a policy of indigenous innovation. That means it will back-up home-grown standards, such as TD-SCDMA (the Chinese 3G standard), which would prevent foreign-based vendors from playing a dominating role in China. I think similarly, in terms of the market of the Internet of Things, the government will possibly

back up Chinese standards. So I suggest that vendors from a very early stage be proactively involved in the development of the Chinese standards, to secure opportunities in the era of the Internet of Things in the long run.

*What other hurdles are there on the path towards an all connected world?*

There are some common problems. The application in each industry will vary greatly. One business model developed by operators may work in one industry, but won't necessarily work in another, so business models are not necessarily replicable. Dealing with that is time-consuming and expensive.

*What about China's specific challenges?*

Electricity and transportation

are the two largest industries for the Internet of Things. In such industries, there are many state-owned large companies dominating in China, so there are very complicated vested interests in each sector of such industries.

*What is being done now to deal with these challenges?*

As a consumer, I hope there will be some organization coordinating research and development surrounding the Internet of Things, either in the chip sets and the RFID (radio frequency identification) infrastructure. That will cut costs and accelerate the development of the Internet of Things in China.

*What about a role for vendors?*

There is definitely room for vendors to play. I think the scale of the Internet of Things so far is very small, so there is no large-scale procurement yet on the operators' part. But as time goes by and the network evolves, they will open the bidding and invite vendors like Ericsson to be involved in the building up of the Internet of Things.

David Callahan



Flora Wu, principal analyst at BDA China in Beijing.

PHOTO: PER NYREHED



"I feel ready enough to serve **in the field**. And if I'm sent out, I know what has to be done." Debra Ansen



10 YEARS WITH ERICSSON RESPONSE

# To the rescue!

The place is in ruins – the earthquake has flattened the city. That is what happens when they measure **7.6 on the Richter scale**. By the time the Ericsson Response team arrives to support the aid organizations, more than 10 aftershocks have added to the misery. One panic-stricken local can be heard shouting “Injured person, hurry!” on a two-way radio.



STOCKHOLM,  
SWEDEN, EUROPE

**T**hey're on red alert – 25 new Ericsson Response volunteers on a field training exercise on Ljusterö, an island in the Stockholm archipelago. It's time for them to put into practice the skills they have learned after a week of theoretical training, a training that has been the foundation for all volunteers for the past 10 years.

**Ericsson Response** has been tasked with setting up telecommunication equipment in a disaster area to assist the aid organizations in their work.

And so, in this natural setting – a mix of field and woodland – the trainees get a taste of what it is like to be first on the scene following a natural disaster, and the complexity this implies when you have to set up a telecom system in an area where no infrastructure exists.

They get a feel for handling Ericsson Response GSM containers and satellite communications equipment, which enables relief organizations to offer

aid workers telephone calls between each other.

In Haiti this year an average of 3000 calls a day were made by aid workers through the Ericsson Response system.

Meanwhile, at another training station on Ljusterö, life-saving and firefighting exercises are taking place.

Swedish-American Debra Ansen, who usually works with business management for Ericsson in Kista, Sweden, is instructed to crouch down and to accurately aim the stored-pressure dry-powder extinguisher at the fire. If aimed too close to the surface, burning liquefied gas will be spread across the ground. But if aimed slightly above the fire, the powder will cover and quench the flames.

“Even though we at Ericsson Response don't work directly with the local population when we're out in the field, we're there to support the aid organizations,” Ansen says. “It's important for us to receive first-aid training.”

As a volunteer on assignment, ►

# “Before the assignment, I used to feel sorry for myself, and little things would bother me” Gilles-Philippe Gregoire



Deep concentration for Mohamed Elkordy from Egypt, and Michael Della Serra and Fei Wang from Canada.

► she is planning to work mainly with back-office tasks, taking responsibility for equipment and addressing logistical issues.

“Having done this course, I feel ready enough to serve in the field,” she says. “And if I’m sent out, I know what has to be done.”

**At a satellite terminal** on a patch of grass, a group of participants are learning about the first important measures to take in a disaster area. The challenge is to establish contact with the rest of the world through telephones and computers.

That is exactly what Ericsson Response has been doing for 10 years: offering the appropriate technology and resources to help aid organizations communicate effectively.

“Volunteer and the trainer for Satellite communication Lars Ruediger from Ericsson Eurolab in Aachen, Germany, has been on several Ericsson Response assignments, including work in the Democratic Republic of Congo, the Central African Republic, and most recently, Haiti.

“Teams with small-scale satellite communications equipment are often first on the scene, because our partners need to be able to contact the outside world quickly to coordinate the relief efforts,” Ruediger says.

“The computer and satellite equipment can easily be charged through a car battery, a solar energy panel or something similar. It is just a matter of finding a proper place where you

can set up your equipment and point the satellite antenna with the help of a compass.

“A mere touch of a button, and that’s it – the group has access to both a telephone and the internet. This technology works almost anywhere on the planet.”

**After every new** volunteer has set up the Broadband Global Area Network (BGAN) terminal they are assigned the task of sending a written report to their home organization and calling their course leader via BGAN.

It’s not only during the first phases of a natural disaster that Ericsson Response steps in. Earlier this year, Ericsson employee Gilles-Philippe Gregoire from Canada was on assignment with Ericsson Response in Sudan.

He was helping Save the Children train local employees in handling computers and communications equipment as part of a construction project the aid organizations were running.

“Many of the villages had just one water source,” he says. “Save the Children was vaccinating children and adults, and through the work that Ericsson Response did, the agency was able to focus more on helping children and mothers.”

Ericsson Response has changed Gregoire’s life: “Before the assignment, I used to feel sorry for myself, and little things would bother me. But after having lived in southern Sudan for a month, working closely with the local aid workers and seeing people enjoying life, despite having far less than us, I really appreciate what I have.”

Ericsson Response veteran Jan Herremo has been involved since the organization was established 10 years ago. His assignments have been varied. “I was in Darfur, Sudan, in 2004,” he says. “I helped the Swedish Rescue Services Agency offices in the field with IT issues and satellite communication.”

He was also in Sri Lanka that year following the tsunami. As part of a project implemented in cooperation with the Red Cross, the Response team worked to restore telecommunications, with Ericsson donating telephones and cash cards to the aid organizations.

Nobody knows what Ericsson

## PROJECTS FROM THE PAST

- **2000:** Ericsson Response works with the Red Cross in flood-ravaged Hungary. It supplies telephone equipment to help with the reconstruction of the communications network.
- **2002:** On site in Kabul in Afghanistan. GSM system established with the United Nations World Food Programme (WFP). The GSM system is connected to Telia in Sweden via satellite. In Kabul, 500 telephone subscriptions are connected to the GSM system.
- **2003:** Two Ericsson Response volunteers are sent on assignment to the WFP to help with ICT in Monrovia, Liberia.
- **2003:** Ericsson Response provides GSM support in Algeria.
- **2004:** Tsunami in Indonesia – GSM coverage at the UN base in Banda Aceh, Sumatra, for four months.
- **2004:** Ericsson Response helps the Red Cross in Sri Lanka following the tsunami.
- **2005:** Seven months in Muzaffarabad, Pakistan, providing assistance to the UN with the WIDER IT solution.
- **2008:** Ericsson Response provides volunteers to work with ICT in the Central African Republic.
- **2009:** Ericsson Response is in the Democratic Republic of the Congo, building VHF and two-way communication.
- **2010:** Ericsson Response cooperates with the UNOCHA to provide GSM coverage in Port-au-Prince, Haiti, for six months.

Response’s next assignment will be. But whatever it is, the Ljusterö trainees are likely to be involved.

Text: Katarina Ahlfort Photo: Per Myrehed

► For the latest news, sign up to the RSS on [ericsson.com/ericssonresponse](http://ericsson.com/ericssonresponse)

A worker from World Food Programme and Lars Peder Svensson are setting up a GSM network in Haiti.



# “Relief workers need reliable communications to coordinate food distributions and medical care”

Martin Kristensson

## A partner to count on

### Did you know...

that Ericsson Response includes more than 140 volunteers from about 30 countries? Are you interested in getting involved? Send your cv to [ericsson.response@ericsson.com](mailto:ericsson.response@ericsson.com). 2010 places have already been filled, while incoming applications are stored for next year's selection.

**Ericsson Response works with several aid organizations, including the United Nations World Food Programme (WFP), helping to coordinate emergency aid for millions of people around the world.**

**Gianluca Bruni**, chief of IT Emergency Preparedness and Response at the WFP, worked with Ericsson Response for the first time in Afghanistan nearly 10 years ago. At that time, there was not a GSM network in the country.

“I rang the director of operations for Ericsson Response, Stig Lindström, because we needed to drastically improve communications facilities in Kabul,” Bruni says.

**In the midst of** the Afghanistan war, the WFP provided logistical and operational support, while Ericsson Response provided the GSM and technical expertise. Less than one month later, the first GSM phone was operating in Kabul. Bruni says this was the start of an extremely rewarding partnership.

He says the technical expertise Ericsson Response provides is fun-



PHOTO: WFP

Ericsson Response and WFP in Haiti 2010.

## Ericsson Response

- ▶ Ericsson Response is a non-political, non commercial, neutral organization, which provides partners such as the UN and aid organizations with expert knowledge on telecom issues.
- ▶ Ericsson Response's target is to help make relief efforts faster and more efficient by supporting partners with telecommunications services to reduce human suffering caused by disasters.
- ▶ Since 2000, Ericsson Response has taken part in reconstruction work following natural disasters in countries such as Turkey, El Salvador, India, Afghanistan, Iran, Thailand, the Democratic Republic of Congo, Pakistan, Lebanon, Central African Republic and Sudan.

damental to emergency response operations, not only for WFP, but for the entire humanitarian community. His colleague, Martin Kristensson, WFP IT emergency coordinator, says: “The support and assistance we received from Ericsson Response in the aftermath of the Haiti earthquake earlier this year was outstanding.”

The GSM and WIDER (Wireless LAN In Disaster Emergency Response) networks that Ericsson Response implemented were used by hundreds of relief workers in the Haitian capital, Port-au-Prince.

“**These networks** are essential in organizing efficient aid operations,” Kristensson says. “Relief workers need reliable communications to coordinate food distributions and medical care, for example, as well as to monitor the safety of staff in the field.

“We know we can always count on Ericsson Response. They are committed to helping in humanitarian emergencies and we are extremely grateful to them for their assistance over the years.”

✉ Jonathan Rothwell

## FEEDING THE WORLD

**THE UNITED NATIONS** World Food Programme (WFP) is the largest humanitarian agency fighting hunger in the world. In addition to the WFP's core responsibility of reducing hunger, the WFP co-leads the Emergency Telecommunications Cluster, which consists of more than 20 humanitarian organizations.

# END-TO-ENDLESS TELEVISION

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# The new head gear

Telecom used to be much simpler. Now it has become a **software, fashion and media business**. Here, professor Paul Saffo gives his view on why the industry seems to have a problem with innovation and creativity.

**P**aul Saffo is one of the most referred-to visionaries in IT, media and particularly the mobile space. After 25 years as a forecaster at the Institute for the Future in Palo Alto, California, us, Saffo became an associate professor at Stanford University's School of Engineering in California. He is also a business advisor to Samsung Research and is involved in a number of start-ups.



Paul Saffo

## **Why is it so difficult for the telecom industry to innovate?**

My heart goes out to the incumbents, really. Let's take Sony Ericsson as an example – it was a good try, but it didn't work out. This is mainly about strong cultures merging, but also about management and people with strong opinions on political issues.

**You mean this is a general problem affecting not only handset vendors but also companies like Ericsson, Nokia Siemens Networks, Huawei and so on. What about the others?**

Oh, this is not just about Sony, Motorola did

their RAZR and thought: "We're set," but they should have realized that they're in the fashion industry and fashion changes every quarter and it's challenging not just for the telecom industry – this affects all forms of electronic media. Two things have happened if you focus on the cellular space. First, the large market players have gone from an infrastructure business to a media business. Second, the consumer devices we're seeing have gone from being utilitarian tools to fashion accessories, the stylishness of a product being the primary reason for purchasing it.

## **Do you think the telecom industry is short-sighted?**

Something that really spoils the party for the operators is their dependence on the quarter economy – stock owners want dividends, not reinvestment in innovation. We're trapped in an economy where we measure the wrong things.

## **What can we learn from Nokia's difficulties in the US market?**

It's mainly an organizational problem. Nokia is slightly disorganized on the inside, and

despite being a large maker and service provider, it never really figured out how to leverage on a larger scale. But what really finished it off was Apple's CEO Steve Jobs coming in with a blank canvas: first the iPhone and then the iPad.

## **What would Apple be without Steve Jobs?**

The amazing thing about Jobs is that he has a really deep sense of design aesthetics and an uncanny ability to anticipate what consumers will crave three to four years from now. But IBM continued long after Thomas Watson, and Disney is still going strong after Walt Disney passed away. In Apple's case I think the closest parallel would be Disney. Long after Walt stopped running the show, the company spirit remained. To this day if you visit Disney, one of the things you will hear people say in an ordinary conversation is: "What would Walt do?" I imagine that 20 years from now, the people at Apple will say: "What would Steve do?"

## **Can you really plan innovation in a media or a telecom corporation?**

In all companies, you need a vision and you need a good team. Usually, just one person ►







## “When large corporations try to systematize innovation, they often drain the soul out of it”

Paul Saffo

► (or a very small group) delivers the vision. It has to be people that lead from their heart, not from their head. When large corporations try to systematize innovation, they often drain the soul out of it. If you lead from your heart, you can deliver extreme products. The main problems for telcos are legacy systems and philosophy. One challenge is also the increasing tempo of their business. The telcos think they can substitute good management for velocity, but that’s not how it works. They’re not used to velocity, and that’s exactly why a player like Apple can come out of nowhere and take advantage of overlooked opportunities. Apple has huge amounts of information about its users.

The operators are no longer just in the operator business; they’re also in the software, fashion and media business. Now more than ever, it’s about creating experiences that the consumers will absolutely crave – not necessarily immediately, but maybe a couple of years down the line. There are really only two kinds of

products: those that are obsolete and those that are not yet released.

### **What do you think about subscriptions as a business model?**

We’re moving from an ownership society to a subscription society, not only when it comes to software, but also when it comes to physical things. This is a huge issue for operators. The rule that you can’t change your handset more than every second year is idiotic; users want a change every nine months, and operators need to figure out a model for this. An even bigger issue is that people have too many subscriptions already: cable, phone, internet access... That must change with operator models that go beyond just subscription plus advertising. There must be a model where the subscriber gets some economic benefit from releasing their personal information to the telco.

Something more sophisticated is needed than just offering the base service for free for those who are prepared to put up with watching

ads; that is a pure annoyance for the consumer. The operators need something much more synergetic, something that actually lifts the consumer experience. The model I look for is one where your phone is costing you money, as well as making you money if you respond to certain ads.

### **What major disruptive shifts do you foresee in the near future within the telecom business?**

I think that the coltan (a key metallic ore used in mobile phones and other consumer electronics products) discussion will change the industry profoundly. We will be surprised at how fast the situation we have today comes to a complete standstill, and a broad consumer demand for socially aware devices. Coltan will be an alarm bell for the industry.

✉ Text: Roman Pixell Illustration: Ebba Berggren

*Footnote: This is an abridged version of an article published in Ericsson Business Review (issue 2, 2010)*

# Stockholm-Bromma Airport, Sweden, 1956



A respirator that LM Ericsson bought is loaded for transport to help Argentina during the severe polio epidemic of 1956. **With modern medical equipment available only in a few major cities**, Argentina's population was hit hard by the disease. This respirator, the Engström universal, was flown free to Buenos Aires by SAS. Photo: **Center for Business History**

# Point to Point Communication

**Instructions:** Read the subject category and question. Start with the five-point question and continue to the right until you have an answer. When you have gone through all six categories and guessed a year for the picture below, calculate your total score and compare it with the maximum tally, which is 35.

Subject / Points	5 points	4 points	3 points	2 points	1 point
<b>Technology</b> Which technology?	In 1952, physicist Narinder Singh Kapany conducted experiments that led to its invention.	As a communication channel, it uses wavelength-division multiplexing (WDM).	It is based on a fairly simple and old technology using refraction.	Charles K Kao shared the Nobel Prize in Physics in 2009 for his work in this area.	When bundled together to create a cable, the term FTTx is often used.
<b>Geography</b> Which US state?	Although blind and deaf, state native Helen Keller was a great communicator.	Unofficially called the Yellowhammer State, it is also known as the "Heart of Dixie."	The oldest city is Mobile, founded by French colonists in 1702.	This state is also the title of a song on Neil Young's album Harvest.	Southern rock band Lynyrd Skynyrd called this state "Sweet home."
<b>Communication</b> Which type of transmission?	It was used in early radio communication, before it was even possible to transmit voice.	It has been used longer than any other electronic encoding system.	Short and long signals are used to transmit textual information.	Though seldom used, many people know the signal for SOS: ··· — — — ···	Samuel Morse was a co-inventor of the code.
<b>Culture</b> Which movie?	It features an increasingly obsolete communications contraption.	Release of the movie was delayed due to a rash of sniper attacks around Washington, DC.	Colin Farrell starred in this American psychological thriller.	The movie also starred Kiefer Sutherland, Forest Whitaker, Radha Mitchell, and Katie Holmes.	The plot is about a man held hostage in a small public kiosk or booth.
<b>Environment</b> Which activity?	Access is made to mobile telephony with vast economic and social impacts.	Hans Vestberg and Madonna appeared together in Malawi in support of this.	The aim is to end extreme poverty by working with the poorest people, village by village.	As a partner, Ericsson provides affordable and science-based solutions.	It is part of the Millennium Development Goals in cooperation with The Earth Institute.
<b>History</b> Which year?	Apple discontinues developing the Newton computer.	The Nobel prize in Physics goes to, Robert B Laughlin, Horst L Störmer and Daniel C Tsui.	MCI Communications and WorldCom merge to form MCI WorldCom.	The film Titanic wins a record 11 Oscars.	The Winter Olympics are held in Nagano, Japan.

**The picture**  
Which year was this photo taken?  
5 points for the right year  
4 points for the year +/- 1 year  
3 points for the year +/- 2 years  
2 points for the year +/- 3 years  
1 point for the year +/- 5 years

**TURN THE PAGE FOR THE RIGHT ANSWER.**

Technology: Fiber optics  
Geography: Alabama  
Communication: Morse code  
Environment: Ericsson  
Culture: Phone Booth  
History: Ericsson  
The picture: 1998. Which year (photo): 2005.  
Ericsson opens the Nasdaq stock market in New York.



PHOTO: ERICSSON