

Contact

2010's
best reader
pictures
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A new lifestyle

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A TEACHER FOR OUR TIME**
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Ericsson Studio

Motorola checks out Ericsson

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The reader’s view

About 8,000 employees, nearly 10 percent of our workforce, participated in the readers’ survey we recently conducted about our major internal information channels: Contact magazine, Contact Online, Contact Newsletter and Contact TV. In all, 90 percent of those familiar with the Contact channels said that these were a valuable source of internal information. However, 17 percent said they were not aware of the Contact channels at all. Most of these readers work in units that recently joined Ericsson, so if this is the first time you’re reading this magazine, welcome!

Most readers also said that the channels provided a good overview of trends and events at Ericsson. Many used them to find out more about business strategies, organizational changes and significant business events. A clear majority also saw Contact magazine as the undisputed number-one channel for news and information from in and around the company. Many of you also said that you appreciated the chance to escape from the computer screen for a moment to sit down and read Contact. However, some employees admitted to feeling less comfortable about watching our internal videos, such as those on Contact TV. They said it could look like they were watching YouTube clips. I say, go on watching these films with a clear conscience. They are just as much of a work tool as this magazine or our intranet articles.

Otherwise, time is clearly in short supply. Busy days with plenty of work to do mean that many of you simply don’t always have time to keep up with the internal news feed.

It’s also clear that you want to read more articles and watch more videos on trends in the ICT/ telecommunications industry, so we’ll try to fulfill your wishes to a greater extent from now on.

If you can’t wait to read more about telecom trends, take a look at the Televisionary blog on our external site, ericsson.com. Read about the latest multimedia technology, how our TV habits are changing and how various governments and laws affect TV’s potential as a communications medium.

The Televisionary blog is at: www.ericsson.com/campaign/televisionary/blog/



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

Contact

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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



THE 2010 READERS' CHOICE

Here is the picture Contact readers voted Best readers' picture for 2010. The winning entry was taken by Ruben Barerra from Mexico, and shows a Zebra poking his head

in through a car window at the Sao Paolo Zoo in Brazil. Congratulations, Ruben!

A total of 780 readers voted in the competition, and the winner received 122 votes. Much to our delight, every one of the entries was voted for. The Contact editorial team would like to thank all those who participated. At the same time, we would like to encourage you to continue sending us your photos. You can do this by e-mailing your picture together with a short comment to: contact.comments@ericsson.com

Editorial

CHALLENGE US!

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 pages of the magazine. The rules are simple, read more here: http://internal.ericsson.com/page/hub_inside/news/magazines/contact/readers/_quiz.jsp

Editorial

CORRECTION

The illustration on page five in issue five of Contact 2010 explains the concept of radio spectrum. However, the heading "Electromagnetic radiation" above the first graphic is incorrect. The heading should read "Electromagnetic spectrum" instead.

Editorial

Readers' pictures



This was taken with my Xper^{ia} X10 mini from a kayak during the Independence Day celebrations in Papua New Guinea.

Cayo Betancourt, Papua New Guinea



This was taken with my W715 during a lunchtime walk in October. This view is just outside Ericsson's facilities in Karlskrona, Sweden.

Nina Sällström, Sweden



This was taken on a flight from Vienna to Stockholm, on my way home from Delhi, with my W995. The sun broke through the clouds creating impressive shades that I managed to capture with my phone.

Thomas Andersson, Sweden

Web poll

72.2

... percent of 345 Ericsson employees say they would use their mobile phone to conduct banking transactions if they were given the possibility.

Source: Intranet

Welcome ...

PHOTO: ALEJANDRO CASTAÑEDA



... to Ericsson, Carlos Riascos

... who recently started as a telecom support engineer in Bogota, Colombia.

What is your professional background?

I worked for 10 years at Nortel as a technical support engineer for CDMA customers in Latin America, and I came to Ericsson to join the team that now supports these

former Nortel customers.

What are your impressions of Ericsson so far?

Ericsson is a big company with a lot of business and technologies. I visit the intranet often to take part in courses and to find information, and I am very impressed by both the amount of information and the nice way it is

organized and classified.

What are your biggest challenges in the near future?

Right now I need to learn more about Ericsson's products, and soon I will attend an Ericsson product course. After that I will hopefully be able to support other Ericsson products as well as the CDMA portfolio.

Have you been asked ...

...ABOUT MCIM?

Ericsson MCIM

The Machine Communication Identity Module (MCIM) can be regarded as a kind of Subscriber Identity Module (SIM) for communication between machines or home electronic devices connected to the internet. The MCIM can be downloaded or be pre-installed in the device. It is cheaper than a common SIM card and can be remotely controlled and distributed in a manner that is less harmful to the environment.

How the MCIM works

- 1 When the device is turned on, the selected operator is contacted and the operator sends an MCIM package or a code.

The code is encrypted and contains the same information as a normal SIM card. This process is only necessary once during the first contact with the mobile network.



- 2 The code is sent via the internet and mobile network. The device then receives the code and saves it securely.

- 3 The device receives the code and saves it securely.

- 4 The device now works as a mobile broadband modem and is linked to a subscription with the operator.



- 5 It can now send and receive information via the mobile network. A camera, for example, can send pictures to a blog or something similar.

Areas of use

Devices equipped with the MCIM do not require their own SIM card. They can be used with the downloaded MCIM as identification.

Burglar alarms

The MCIM sends an alarm directly to the police.

Fire alarms

The MCIM sends an alarm directly to the fire department.

Thermometers

The MCIM displays the temperature and other measurements.

Refrigerators

The MCIM sends a reminder to buy milk on the way home. It can also show and suggest recipes gathered from the internet.

Cars

They have their own subscriptions connected to the internet via the mobile network.

Vending machines

The MCIM displays status messages.

Electricity meters

The MCIM shows the meter indication.

10 am/ December 8, 2010/ Kista, Sweden

A Life Less Ordinary

One of Sweden's most famous explorers, Ola Skinnarmo, takes the stage at the 2010 Innovation Day at Business Unit Multimedia. He talked to Ericsson about the importance of defining milestones and setting up "stretch goals" that can help (you) achieve your ambitions." In the mid-1990s, Ola Skinnarmo became the first Swede to reach both the North and South Pole unsupported. In 2009 he sailed from Sweden along the entire Northern Sea Route and into the Bering Strait.

PHOTO: PER MYREHED

Read more about Ola Skinnarmo at the 2010 Innovation Day in the latest issue of Contact Newsletter: internal.ericsson.com/news_and_events/ericsson_magazines/contact_newsletter







Power walk

INNOVATION US company Tremont Electric has launched what it describes as the world's first mobile battery charger to convert kinetic energy into power for mobile phones, laptops and other electronic devices. A 26-minute walk can charge an iPhone 3G with enough power to make a one-minute call, the manufacturer claims. The charger is about 23cm long, can be carried in a backpack and retails for about SEK 1,000 (USD 146).

Source: DN.se

High hopes for Sony tablet

CHALLENGER Sony aims to take second place in the tablet computer market after Apple during 2012, reports Ny Teknik. The plan was announced by Kunimasa Suzuki, Deputy President of Sony Computer Entertainment, at the 2011 International CES electronics trade fair in Las Vegas in January. Suzuki also said that the company would develop the strategy for its product in collaboration with Sony Ericsson.

Tweets 2010

LIST About 25 billion tweets were sent in 2010. These were the top five tweet topics according to Twitter.com:

1. Gulf of Mexico oil spill
2. FIFA World Cup
3. Inception
4. Haiti earthquake
5. Vuvuzela



The 172 employees who had been working within the company for 30 years or more in 2010 were, as is the tradition, invited to enjoy festivities in Stockholm City Hall in December.

Going for gold

The glitzy "Gold Medal Party" at Stockholm's City Hall in December featured some new elements this year.

PARTY As is the tradition, 172 "gold medal" staff members – employees who had been working within the company for 30 years or more in 2010 – were invited to enjoy dinner

and festivities in the Blue Hall in Stockholm City Hall in December.

Choice of gifts

Toastmaster for the evening was Henry Sténson, Senior Vice President Group Function Communications. For the first time, the guests had the option of exchanging the traditional gold bracelets or

medals for travel vouchers or shares instead. They could also opt to donate money to charity.

Ahead of the party, the "gold medalists" had been asked to send in their best memories of Ericsson, as well as a list of their favorite songs. During the ceremony, pianist Tina Ahlin played some of the selected songs as President

and CEO Hans Vestberg handed out the awards.

In addition to Ahlin and a jazz band, entertainment was provided by a street dance group, whose task for the evening was to interpret Ericsson through the medium of dance, which provided a colorful and unusual addition to the festivities.

✉ Editorial Services

"We play in a team, and all its members are important." Ericsson President and

CEO Hans Vestberg draws parallels between the company's group management and the game of handball. Source: TV4 Nyhetsmorgon, December 12, 2010

By the way ...

NOTED ... About 8,000 employees answered our readership survey about the Contact magazine, Contact Online (formerly Global Portal) and Contact TV news channels. The survey showed that these channels are popular, with nine out of 10 respondents saying they were valuable sources of information.

Read more at <http://internal.ericsson.com>. Look for the article Contact channels evaluated in the news archive.

... **Bina Chaurasia** is our new Senior Vice President and Head of Group Function Human Resources & Organization. She previously worked at Hewlett-Packard in Califor-

nia, and is now joining us at Ericsson's headquarters in Kista.

... Business Unit

Multimedia's videos on YouTube have now attracted a total of more than a million hits. You can see the videos, about the business unit's products, solutions and ideas, at www.youtube.com/user/ericssonmultimedia.

... More than 67,000

employees, or 87 percent of Ericsson's workforce, took the time to respond to the Dialog 2010 survey. Watch the video in which President and CEO Hans Vestberg comments on the survey at https://ericoll.internal.ericsson.com/sites/CEO_Space/default.aspx.

Key mobile function opens doors

When Björn Hellgren arrives at a hotel, he no longer has to stand in line at reception to check in and receive his key. He simply uses his mobile phone to open the door to his room.

INNOVATION Assa Abloy and TeliaSonera are piloting a test project in Stockholm in which mobile phones are being used to replace room keys.

The key function is based on near-field communication (NFC) technology, which enables short-range wireless communication. When a mobile phone is held in front of the lock of a door, the phone's key function is verified in the same way as an electronic key.

Mobile check-in

Hellgren, Deliver Demand Coordinator at Ericsson's Business Unit Networks and a member of the project's test group, commutes regularly between Stockholm and his home town of Borås, 400km southwest of Sweden's capital. This means spending many nights a week at the Clarion Hotel in the southern part of Stockholm.

"I receive a text message saying that I have a room at the hotel, and I get a request to check in," he says. "So if I check in at the hotel using my mobile phone before or when I arrive, this activates the key function on my phone."



"The mobile key is a highly intelligent solution for me in terms of saving time," hotel guest Björn Hellgren says. "I often stay here, and I can come and go as though this were my own apartment."

With the NFC function in his phone, he can also call reception, book a taxi or connect to a direct internet link that gives him a weather forecast, just by holding his phone next to a service panel on the desk.

As well as mobile phones, NFC technology can be built into other products, such as laptops, parking meters, doors, barriers on the subway and digital information boards.

Everyone gets smart

Gustaf Broman, Product Manager at Assa Abloy,

sees huge opportunities for using the key function in mobile phones, not only in hotels, but also in offices and residential buildings.

Smarter doors

"More and more mechanical doors are

being upgraded to make them electromechanical, and are becoming 'smarter.' New phone applications are also providing the opportunity for higher security levels and new types of services," Broman says.

☒ Katarina Ahlfort

Safe and sound

▶ Mobile keys are sent encrypted to telephones via the mobile network and are stored in a secure element, which in this case is the SIM card in the mobile phone

▶ Secure elements are designed to protect sensitive information
▶ The key function can be blocked if the telephone is stolen.

Hello...



PHOTO: PRIVATE

...**Marianne Ejdersten**, spokesperson for the Church of Sweden's prayer website advertising campaign, through which prayers from the public have been published online since 2009. They can now send their prayers as text messages too.

Isn't sending prayers as text messages a little casual?

"Prayers are conversations of the heart with God, taking place here and now. The church has to be where the people are, and today we're very mobile, so why not test the new technology? There are no particular rules on how to pray, so why not send text messages too? About 700 prayers per day - over 30,000 in all - have come in during our campaign."

What is the purpose of the campaign?

"It's to arouse curiosity in God and the church. This time, we chose the theme of prayers for people of all ages, young and old. We've decided to use a prayer website with various functionalities, and we've had a traffic campaign on buses and published a paperback of prayers."

Will you continue to use mobile technology in your work?

"Absolutely. We're now working on a new app for the Church of Sweden abroad. It will be launched in 2011, and then everyone will be able to see where the church has its locations in the world, where to eat nice cinnamon buns, attend a church service or visit one of our internet cafés or places to stay overnight."

☒ Sofia Falk

Hello...



...**Mats Larnäs**, ICT teacher in the Municipality of Kungsbacka in southwest Sweden, who is developing mobile learning programs for his school and examining how the mobile phone can be used as a teaching tool.

How have you used the mobile phone in lessons?

We use Mobilestudy, for example, which is a web-based tool. You can create the questions on mobilestudy.org and then transfer the quiz to the pupils' mobile phones via Bluetooth. It works well, technically. At school, it has been used in subjects like civics, math and languages.

Have perceptions of mobile learning changed?

At Smedingeskolan, where I work, it has been received positively right from the start. Elsewhere, there has been increasing talk about mobile learning. But in many classrooms, not much has changed, unfortunately.

Have you met any skeptics?

Yes, some parents and grandparents have concerns about radiation. They also think that schools should be mobile-free zones, free of "distraction."

What do the pupils think about mobile learning?

They view it very positively. They get to use their precious mobile phones and can do some of their homework on the bus home, before going to the gym, doing sports, or on their way to school. And 80 percent of the pupils at our school travel by bus, so that is convenient.

☒ Sofia Falk



Anna Karlsson, teacher in math and natural sciences, received an award from in the Worldwide Innovative Education Forum for her innovative use of ICT in teaching.

TOP OF THE CLASS WITH ICT

High-school teacher Anna Karlsson is one of the world's most innovative teachers. Facebook, blogs and podcasts are regular features of her lessons.

INNOVATION In November 2010, Karlsson went to Cape Town, South Africa, to accept a prize in the Worldwide Innovative Teacher Awards from the Worldwide Innovative Education Forum for her groundbreaking thinking in teaching. Her math and natural sciences lessons at Viktor Rydbergs junior high school in Djursholm, Sweden, are anything but old-fashioned; the main tool of her trade is not a blackboard pointer but

a laptop stylus. Instead of writing on the board during her classes, she uses a projector and tablet.

Lessons online

"I publish my lesson plans on the internet, either as PDF files or in the Live forum, where I can share material with my students using digital notebooks," Karlsson says. "Sometimes I also make the lesson into a podcast. That makes it possible for me to provide more information to the students – they can review the lessons afterwards, and that reduces stress for them."

Personal tablets

The students also have their own personal

tablets with wireless internet access, which they can use to download various programs and use social media. Some students have also used smartphones as learning aids. Facebook can be a useful teaching tool, and Karlsson's students have had the chance to try their hands at blogging and using Twitter.

"Before a test, students can ask questions and receive responses from me on Facebook, and that means everyone can keep track of the questions," Karlsson says. "The technology has made things easier

for students and has made my job as a teacher more flexible."

In the main, people have a positive view of Karlsson's innovative teaching methods.

"Most people think it's great that the school is keeping up with the times," she says.

"I noticed a few skeptical comments after a newspaper article about our efforts was published – some people

thought the school shouldn't be using these teaching methods. But, as one student responded, (the critics) haven't been in the classroom and seen how well it works."

☒ Anders Jinnekliint



Ericsson building wins award

Ericsson's "cracked building" in Kista has been named Stockholm Building of the Year for 2010.

ARCHITECTURE The building at Isafjordsgatan 14E was designed by Swedish architectural firm Wingårdh Arkitektkontor.

Rasmus Waern, an architect at Wingårdh Arkitektkontor and spokesperson for the project, says: "The idea of the crack is to give the building character in otherwise rather characterless surroundings. It's a very rational

building that has been developed to create an optimal office environment, with simple and pure lines. It is also a climate-smart building with the lowest possible energy usage."

The building was completed in 2010 and now houses parts of Business Unit Networks' operations, namely the two Product Development Units Connectivity Packet Platform (PDU CPP) and Radio Base Stations (PDU RBS). Almost all of the tenants have now moved in.

☒ Sofia Falk



PHOTO: ERICSSON LINDMAN

This fascinating architecture houses parts of Business Unit Networks' operations in Kista.

Hello...



PHOTO: PRIVATE

...Boy van Amstel, co-founder of the pleaserobme.com website, which was designed to highlight the risks posed by location-based services. **Have you had bad experiences of using such services?**

In February 2010, we noticed that an incredible number of people were giving out information about where they were via Foursquare. It became a huge part of our Twitter feed. We also noticed that few people seemed to realize what they were revealing and that anybody could read it. Pleaserobme.com was created so we could inform people of the risks of doing this in a way that was both fun and a little controversial.

What reactions have you had so far?

Many people were astonished and didn't understand that what they were writing could be used for the wrong purposes. But most of them realized what we meant and encouraged others to visit our website. We don't want to say that using Foursquare, Gowalla or similar sites is wrong, but that they should be used with some consideration.

Have you been contacted by anyone who has had a break-in "checking in" somewhere?

No. But I heard that burglars were using Facebook to see whether people were at home. This illustrates the risk of sharing certain types of information with people you don't know very well.

☒ Sofia Falk

Too much information

People used to leave a message on their answering machine notifying friends and family they were away. Now they tend to leave it on Twitter or Facebook. To a thief, all information is good.

POSITIONING Ulf Göransson, press officer at Stockholm County Police, says: "There are many advantages to social media and location-based tools. But unfortunately, sharing too much information about where you are could lead to more break-ins in the home, especially if you've kept your profile public on social sites."

As location-based



PHOTO: GINA SANDERS / ISTOCK

An innocent update about your holiday can be the perfect opportunity for a burglar.

services like Gowalla and Foursquare are also based on points systems – with the user being

rewarded with various discounts according to the places they "check in" – it is important for

people to think carefully before revealing their whereabouts.

While the police are aware of the potential risks of using these tools, Göransson says that they have not yet initiated an information campaign specifically related to this.

"We usually talk about the importance of Neighborhood Watch; about being aware of unknown individuals in your residential area, for example, and about collecting your neighbors' post for them when they're away," he says.

☒ Sofia Falk

► Read more about the risks of using location-based tools [here to the right.](#)

3 HAVE THEIR SAY

How many text messages did you send on New Year's Eve?

► Sandra Zetterman, 33, Ormkärr



"I sent three, but none related to New Year. I used to

send a lot more texts, but this time I had decided to focus on my family because I was celebrating with them. I did talk to my father on the phone at midnight, but then I didn't use my phone any more. Not even my friends on Facebook received a New Year greeting from me."

► Daniela Jaramillo, 15, Järfälla



"About 100 – as many as I usually send every day.

On New Year's, the texts did take a long time to send. I had to turn off my phone and turn it on again when it got jammed."

► Johan Strid, 41, Hägersten



"About 10, to people who aren't on Facebook, including

a retired friend in South Africa and an Irish tax consultant. Sending the texts went okay. I think the network capacity had been increased to cope with the messaging at New Year (just as people had stopped texting). But sending images was harder. They weren't received until the following afternoon."

✉ Anders Jinneklint

365 DAYS – 365 IMAGES

Adam's 40th year – in pictures

Every day in 2010, Adam Lloyd took a picture with his smartphone, then edited and published it using mobile applications. He hopes to turn the project into a book.

APPLICATIONS Adam Lloyd, Head of Internal Communications Region Western and Central Europe, turned 40 on February 22, 2010. Every day since then, he has taken a photo with his smartphone, edited it and uploaded it to his private website, <http://my40thyear.co.uk>. Sometimes he has added a brief comment, but the most important thing is the photos themselves and the fact that he has published one every day of his 40th year of life, he says.

Having fun with 40 Lloyd was inspired by similar projects he had seen on the internet and, as an early adopter of social media, he was used to uploading personal photos. But, most importantly, the technology needed to make the project a reality was close to hand.

"For me, it was natural," he says. "I've been interested in photography all my life, and my dad has worked as a photographer since I was young. I wanted to do something different with my 40th year and to have the opportunity to look



PHOTO: AMY PARTON

Since Adam Lloyd turned 40 last February he has taken a photo a day with his smartphone and created a diary on his website. He also plans to turn his fortieth year into a book.

back on this particular year later in my life."

Lloyd says that he doesn't necessarily need to be featured in all the photos used in the project. Rather, what is most important is to capture something he thinks is special about each particular day – something he happens to notice.

"What's wonderful about this is that it's so simple," he says. "The distance between what I experience and my sharing it with others is so

short; it only takes a few minutes a day to do it."

Creating a keepsake

When his 40th year is over, Lloyd plans to use his computer to create a little book featuring all 365 photos.

"It probably won't be available in the bookstore, but it will be an interesting memory for me, my family and my close friends," he says with a laugh.

✉ Erik Milles

Adam's apps

- **Posterous**. Free, developed by Posterous Inc. and available at posterous.com or the iTunes App Store.
- **Adobe Photoshop Express**. Free, developed by Adobe

Systems and available at the iTunes App Store.

- **Pro HDR**. Costs GBP 1.19 (USD 1.85), developed by eyeApps LLC and available at the iTunes App Store.



PHOTO: CENTRE FOR BUSINESS HISTORY



Functional trendsetter gains iconic status

LOOKING BACK Ericsson launched the Bakelite telephone, a modern phone in thermosetting plastic, in the 1930s. The apparatus was designed in the functionalist style, which was popular at that time. This design became the archetype for many foreign models, and was called the Swedish type of telephone.

The apparatus was constructed by Johan Christian Bjerknæs and designed by Jean Heiberg. This was the world's first telephone of its kind; until then, the casing had been made of sheet metal. The whole telephone, including the handset, weighed less than 3kg.

Source: Centre for Business History



PHOTO: ISTOCK

Inventions of the century

STUDY Electricity, the computer and the internet are the biggest inventions of the past 100 years, according to a survey conducted on behalf of AstraZeneca. More people in western countries than in Asian countries also considered vaccines and antibiotics as major inventions. The survey was carried out on 6,000 people in the US, the UK, Sweden, China, India and Japan, with 1,000 people interviewed in each country, reports Ny Teknik.

“It’s very much up to the developers to make their services user-friendly. Banks, for example, should make sure they make their online banking services more user-friendly for the elderly.”

Anna-Karin Hatt, Swedish Minister for Information Technology and Regional Affairs, on the IT capabilities citizens need to have.
Source: SvD.se, December 13, 2010

Breaking up

SOCIAL MEDIA American David McCandless has gathered data from more than 100,000 statuses on Facebook and has concluded that:

- ▶ Most breakups happen after Valentine’s Day, though they are also likely to happen two weeks before Christmas and on April 1
- ▶ Monday is the most common day of the week for breakups
- ▶ Christmas Day is the one day of the year that a breakup is least likely to happen

Source Socialnomics.net

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.



1. Who sees TV widgets as the next big thing in TV entertainment?
2. What is Mobile-study?
3. What type of device do you need to send and receive files with an ipi?

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.

Write your answers after each question, put “competition” in the subject field and send your answers to contact.comments@ericsson.com no later than March 14. The winner

The winner of the last competition was Lennart W Lindahl, Sweden, whose correct answers to the following questions were: 1.1928, 2.Chinese Trends in a Global Perspective 3.High Definition Voice.

Tips from the blog archives

- **Agile working methods** are becoming more important at Ericsson. What are agile working methods, and how should we work with them? Follow Lars-Ola Damm’s blog at: https://ericoll.internal.ericsson.com/sites/Agile_software_development-Reflections_from_the_trenches
- **Competitor watch.** Keep track of your competitors with the news and analyses at Nokia News: https://ericoll.internal.ericsson.com/sites/Nokia_news/ and Huawei Newsflash: https://ericoll.internal.ericsson.com/sites/Huawei_Newsflash
- **News from the blogosphere.** Supply’s blog, We @ Supply, is online at: https://ericoll.internal.ericsson.com/sites/We_at_Supply. One Step Beyond is all about cooperation, innovation and the brand: https://ericoll.internal.ericsson.com/sites/One_step_beyond
- All of these blogs are available in one place at: <https://ericoll.internal.ericsson.com/bloglibrary>

76... percent of adult mobile-phone users in the US use the mobile camera more than any of the other functions on their phones, apart from calling.
Source: Mashable.com

INTERVIEW: HANS VESTBERG

Since 2010 was a year for setting strategic direction, 2011 will be the year that Ericsson **starts to bring it on**, says President and CEO Hans Vestberg.

From vision to a

Looking back on 2010, what went well for Ericsson and what didn't?

The year started with economic uncertainty in the world, which also affected us. We embarked early in the year on a new go-to-market model in 10 regions – which is no small thing – and it was amazing to see people's commitment and their desire to take responsibility for Ericsson's success. You see that reflected in the strong overall result from the 2010 Dialog survey.

Our supply situation has been very challenging, starting with the component shortages. This is another situation in which our people have shown tremendous commitment to the customers, and I am proud that everyone in our organization has worked so hard under difficult circumstances.

I would also like to highlight some important wins in 2010. Our early wins in LTE around the world are helping to build a foundation for the future. Our strength in North America is something to be really proud of. Our services business has grown. These things show that we have a balance; they show the strength of the company when it comes to different products, as well as different regions. It is very encouraging to see this reflected in our customer satisfaction results, which are up for the year. It shows how effective Customer First is.

What has happened in the telecom industry that will impact Ericsson in the year to come?

We passed an industry milestone in 2010,

with five billion mobile subscribers worldwide. Mobile broadband has also started to take off, with half a billion subscribers globally today – a figure that we expect to double during 2011.

There has really been a shift in the view on mobile broadband. A year ago, a lot

“We need to be very good at having our own strategy, not our competitors”

of operators were not convinced by the business case for it. But during the past 12 months, almost all of them have come around. They also see how important connected devices and the industries around them will be in the future, so now numerous operators have started machine-to-machine communication departments. What was just a vision at the start of 2010 – more than 50 billion connected devices – is becoming action now.

What else lies ahead in 2011?

Starting with consumers, the main trend is that everything is going mobile: video, internet, cloud services and machine-to-machine. For operators, that means more

data traffic and many more connected devices in the networks. So operators will use new pricing schemes – not only flat fees – as more diverse usage patterns emerge with mobile broadband. They will cope with this increased traffic, multiple usage patterns and new business models by modernizing their networks and putting more focus on OSS/BSS solutions. We also expect a greater focus on high-performance networks. These trends are going to drive our customers' business in the coming year and open up a lot of opportunities for us.

How is Ericsson acting on this?

We are acting on this across the whole organization – from Research to Business Units, Joint Ventures and Regions. Our primary focus is on capturing the opportunities that we see in the market.

Let me give you an example from the area of mobile broadband. The number one issue is how to support growth in data and new devices, and to present different choices for the operators on how best to capture the value. R&D is making huge strides with the technology solutions to support this data explosion. Our charging and billing systems play a critical role. And on top of that, we provide the ideas and alternatives to make the business case work for the operator, such as what options are available to them with regard to market segments and tiered pricing.

We're also getting stronger in selling our

ction

complete portfolio, and our focus has grown sharper with the Engagement Practices. I believe that this year we will begin to see the benefits of working in a fairly similar way between 10 regions and having practices that can bring the complete Ericsson portfolio to every customer.

Operators buy from Ericsson because they get quality and superior performance, plus they get ideas and advice. That's our role. And that's why our technology, services and scale are so important. If you are in 175 countries, you should be able to see much more than anybody else.

How will Ericsson address the competition in the year ahead?

Change in our industry is constant and fast-paced. We see not only the usual suspects – the Asian and European telecom vendors – but more companies from the IT environment wanting to be part of the telecom industry.

We need to be very good at having our own strategy, not our competitors' strategy. Our new go-to-market model will meet our customers' needs more effectively than anyone else can because it combines our technology, our service leadership and our global scale. And we have to do it using our Customer First attitude and innovative ways of addressing customer needs. It is not going to be easy, but I am confident that we can do it.

✉ Text: David Callahan Photo: Stefan Borgius

HANS VESTBERG

- ▶ **Position:** President and CEO of Ericsson
- ▶ **Phone:** Sony Ericsson Xperia X10 mini
- ▶ **Top mobile applications:** "I have a news feed, and I follow Ericsson on Facebook and Twitter. Since I travel a lot, I also use the weather application."





Marie O'Gorman relaxes at home with her mobile phone and her laptop in one of her favorite spots. A devoted grandmother, she has adopted ICT to extend her presence across oceans and time zones.

CONNECTED SENIORS

With free time to spare and families flung far and wide, more and more **senior citizens** are using **ICT tools** to keep in touch with relatives and redefine their lives.

A social lifeline

DUBLIN
IRELAND, EUROPE

It is 14.00 in Dublin and Marie O’Gorman is pouring tea for guests in the kitchen of her two-story terraced house in the city’s Walkinstown neighborhood. She recounts how one of her granddaughters recently showed a classmate a text message she had received at school, composed with such textese flourishes as “Gr8, CU later.”

When the granddaughter explained that the sender of the message was her 75-year-old grandmother, her classmate was impressed. “Your nana’s cool,” was the girl’s assessment, O’Gorman says.

A retired dressmaker, O’Gorman is quick-witted and earnest when talking about the lifestyle she has adopted in

the last five years – one in which mobile communications plays a central role.

Her progress as an ITC user has been so impressive that a local non-profit organization, Age Action Ireland, recognized her with its 2009 Silver Surfer Award for Most Dedicated IT Learner.

She exchanges texts and e-mails every day with her family around the world. Her laptop with mobile broadband dongle is a constant companion, as is her mobile phone. “I do a lot of texts; you can’t keep me from it,” she says as she counts more than 40 regular contacts in her phone.

O’Gorman has been sending more texts than usual during this ▶



Mabel Gargan gets some internet tips during a visit from Pauline Power of Age Action Ireland, a non-profit organization that supports the elderly.

“This is living. The internet is really a marvelous idea, isn’t it?” Marie O’Gorman

Did you know...

that in the US, 88.6 percent of seniors say that checking their e-mail is their number-one online activity, according to the Nielsen Company? Viewing or printing online maps and checking the weather online were the second and third most popular online activities.

► particularly harsh Irish winter. When returning from visits to family members in scattered corners of the island, her sons insist that O’Gorman text them when she has arrived home safely.

“It gives them peace of mind,” she says.

O’Gorman’s personal digital revolution started five years ago when her daughter and son-in-law moved to Armenia with their four children. “A few people told me about the internet, and I don’t believe in saying ‘I can’t manage it,’ so I got an old computer and I took a class at the local college,” she says.

After some trial and error, she was soon attaching photographs to e-mails and downloading pictures from her children, grandchildren and nieces

and nephews as far away as Australia, Africa, the UK and the US.

O’Gorman points out that she has no choice but to stay in touch via mobile phone and internet. “I have a medical condition that prevents me from flying. So I will never go to America, Armenia or Australia,” she says. “But with my mobile, I can just text or phone my daughter, and instantly we’re together.”

She also uses web-based video calling whenever possible.

During her regular train trips to visit her sons in other parts of Ireland (which she schedules online) O’Gorman sorts through her daily e-mail and answers messages. “So there are e-mails going back and forth all the time,” she explains.

She often attaches her recipes, some

of which date back 40 years. But the internet is more than just a way for her to communicate with her family. O’Gorman also researches her family’s genealogy online, and as a volunteer teacher for a children’s knitting class, she looks on the web for simple patterns that her students can follow.

O’Gorman also loves working with her hands. She recently reupholstered her office chair and recycled the old fabric to fashion carrying cases for mobile phones. Over fresh-baked scones and Irish soda bread, she talks excitedly about her various online projects. Then she walks over to her desk to retrieve a printout of a receipt from paying her annual automobile tax and insurance online. “That saved me a couple of journeys across town in the snow, and a few more hours,” O’Gorman says. “And at the end I’ve

“I got a call this morning from a friend. I had written her off because she doesn’t do e-mail”

Mabel Gargan

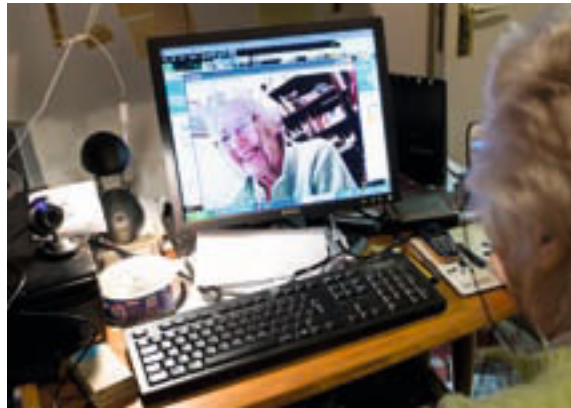
achieved something.

“This is living. The internet is really a marvelous idea, isn’t it? I mean, it’s a whole new world.”

O’Gorman’s enthusiasm for mobile phones is similarly intense. “The mobile phone is a fabulous thing,” she says, recalling that 20 years ago when her late husband was immobilized with a fatal illness, he couldn’t reach the phone. “The phone back then was stuck in one place, and he couldn’t get to it,” she says. “He couldn’t talk to his friends. It would have meant the world to him, and to them, if he could have just talked to them.”

O’Gorman’s embrace of ICT follows a growing trend among seniors, who are increasingly turning to fixed and mobile data services to improve the quality of their life in retirement. Stanford University media visionary Paul Saffo observes that retirees are potentially huge consumers of ICT products and services precisely because ICT can be used to redefine the experience of aging.

“Seniors are actually pretty aggres-



Mabel Gargan installs a driver for a new web camera, which she will use for web video calls.

sive with using e-mails because it allows them to communicate with their grandkids,” Saffo says.

Mabel Gargan, a resident of nearby Milltown, in Dublin’s south end, is another who says that web communication has been nothing short of life-changing.

An 88-year-old member of Mensa, the international high-IQ society, Gargan starts her mornings at her desktop computer, checking the Irish Times online site for the latest news and commentaries, then printing out

the daily crossword. “I’m very much into quizzes, either solving them or making my own,” she says. “We take turns making them in Mensa, so I use Google a lot.”

Intellectual curiosity leads Gargan in many directions during her daily online surfing. “I was just reading some historical fiction and then did some reading on the internet about the actual characters – I checked them on Google and found a whole other book about them, more or less,” she says.

Gargan spends much of her time online communicating with people. She used to be a letter writer, with a seemingly unquenchable taste for conversation and inquiry. “I suppose it would be a couple of dozen people that I correspond with frequently and regularly,” she says.

Her immersion in the web began in 1992 when, upon retiring from her position as an office secretary, she found herself with too much time on her hands. “I was at a loose end,” she says. Her son’s company was replacing its computers and he offered Gargan ▶

TWO QUESTIONS TO OPERATORS

1. How do you view the over-65s as a customer segment?
2. Do you market yourselves differently for this customer group?

Michelle Yeates, Telstra Segment Marketing Specialist (Seniors), Australia

“Over-65s represent a huge business opportunity in terms of growth in both services and usage. In Australia, this customer segment accounts for 19 percent of the population and is the fastest-

growing group. Technology is changing the way their families and friends communicate with each other, and many older Australians want to be a part of this. The number of over-60s with a mobile-phone subscription has increased by 25 percent in the past three years.

“We have developed Telstra Connected Seniors, a program to help older Australians learn more about how to use a mobile phone and the internet. The program consists of individual self-teach

guides, interactive workshops and classroom courses. With our customers we have developed Easy Touch Discovery 2, a senior-specific mobile phone. It has large buttons, a clear and bright screen and is compatible with various hearing aids.”

Pablo Mitroga, Manager of Content Marketing, and Gustavo Mutz, Director of Value Services, Movistar, Argentina

“We don’t perceive the elderly as a specific customer group and

have worked with this segment as an integrated part of other age groups. We have therefore not yet had a specific marketing plan for the over-65s.

“We have noticed a demand from older people, however, and so we plan to release a marketing plan for this customer segment in 2011. It will be a regional plan and will be released simultaneously in all countries where Movistar has operations. The marketing strategy for this is still being defined.”



Like the younger generation, a growing number of seniors are turning to ICT tools to stay in touch with family and friends around the world.

► one of the old ones. “I discovered the internet through Mensa, and one thing led to another.”

Gargan uses e-mail and her mobile phone daily to keep in touch with friends old and new, from Mensa, Rotary International and her local drama club. She devotes a substantial amount of time online to her grandchildren in the US and Australia, as well as in Ireland. Recently, she started using web-based video calling to talk with her granddaughter in San Francisco.

“I have another granddaughter in Athlone (a town in Ireland) who keeps in touch with me via text very often – texting is a big part of her life,” Gargan says. “I wouldn’t be in touch with them half as much without a computer. They wouldn’t know where to find a writing pad now. I don’t suppose I would either.”

Gargan has no difficulty getting around (“I have a taxi man who is very decent and super-reliable”) but her social network is so huge that she could not

Did you know...

that the number of people over 65 will increase 77 percent worldwide during the next 20 years, reaching a total of 973 million, according to the UN? By 2030, seniors will account for nearly a quarter of the population in Europe and North America and 12 percent in Asia and Latin America. Sub-Saharan Africa is expected to see a modest increase.

possibly communicate with everyone face-to-face.

“Without the internet, I would be quite lonely,” she says. “There’s only so much you can do ringing people all day long. People have other things to do. Actually I got a call this morning from a friend. I had written her off because she doesn’t do e-mail. She’s not very techie.”

An early adopter at a late age, Gargan is considering buying an e-reader and perhaps even a smartphone, though she admits she saw no use for mobile phones when she first received one as a Christmas gift several years ago. “I said, ‘Thanks very much – lovely.’ I didn’t know what I was ever going to use it for. And sure, I had it for six months when I discovered that there were phones that could do texts, and mine didn’t. So I upgraded.”

Nowadays, Gargan cannot envision a day without connectivity. “You get used to having it,” she says. “I’ve been able to keep in touch with people who I would otherwise have been writing longhand letters to, and they probably wouldn’t reply.

“And with my family, it’s nice to know I can contact them at any time and they know what’s going on in my life and I know what’s going on in their life.

“It makes all the difference.”

✉ Text: David Callahan Photo: Per Myrhehd

SMARTPHONES UNITE AGE GROUPS



Gustaf Brusewitz

DO ELDERLY PEOPLE, aged 65 and above, always want basic mobile phones with simple design features and fewer functions, or is this just a myth? Contact asked Gustaf Brusewitz, Nordic PR manager at Sony Ericsson. *To what extent do you take into account the needs and views of elderly people when you develop new phones?*

“If we take user-friendliness as a starting point, this is something we always work on, regardless of the age of the target group. The design is the central factor, but it must not get out of hand; it also has to interplay with the functionality and user-friendliness.

“When we’ve got test groups of elderly people to try simple telephone models,

their reactions have often been that they are too basic and too boring. Many of them want to have music players, radio and the opportunity to download applications.”

Do you develop any particular telephone models that take the needs of older users into account?

“Unlike some of our competitors, we don’t have any mobile phones aimed

especially at senior citizens. Since smartphones made a big breakthrough in the market, they have been in demand across all age groups. When we develop our smartphones, we work on the user-friendliness and functions for all types of users. Simplicity is relevant to everyone; it isn’t a question of age.”

✉ Sofia Falk

CONNECTED SENIORS



Marie O'Gorman takes a call while working in her garden. Hers is the first generation of seniors who are defining how ICT tools can reshape the experience of aging.

»» **Back to school** »»



Svenåke Gustavson, 74, participates in an internet-surfing course at the Grind home for the elderly in Norrtälje, Sweden, with course leader Kjell Nilsson (middle). Jakob Ekman (right) demonstrates a smartphone to show participants another way to surf the internet.

Surf school

NORRTÄLJE
SWEDEN, EUROPE

The digital divide between the young and old in Norrtälje just north of Stockholm is to be reduced, so senior citizens in rural areas and at some homes for the elderly are taking a course in internet use. When Contact visited, some of the participants were getting to know smartphones for the first time.

This is happening too fast!" exclaims Arne Andersson. "I'm not even close to keeping up. Remember, I'm over 90!"

This course isn't about learning how to surf the waves – it's about surfing the internet. Andersson is participating in the course at the Grind home for the elderly. Considering his previous knowledge of the internet, he is doing remarkably well. Before the course began, he had never even touched a computer, let alone surfed the internet. Now he can start up the computer, get online and read news articles. The hardest part is being able to read the small text, he says, putting on his

glasses and leaning closer to the screen. His enthusiasm is impossible to miss: "Now I'm starting to enjoy trying to find things on the internet.

"I've read a lot about AIK, my favorite football team, but things aren't going very well for them on the computer either," Andersson jokes. He adds that he hopes to be able to buy his own computer and start paying bills online after the course is over.

Course leader Kjell Nilsson from Medborgarskolan, an adult education organization, is impressed with the participants' willingness to learn. "They're very interested in getting online," he says. "They can't wait for me to arrive and they're eager to start using the computers I bring along." Nilsson adds that, so far, a lot of time has been spent on learning how to use a mouse, since many of the participants have never used a computer before. "It can be difficult to click in a little box if your hands are a little shaky," Nilsson explains. "It can be hard not to

bump the mouse by mistake, and you have to click fast when you're double-clicking."

The course at Grind is part of the internet for the elderly project, which is administered by Tiohundraförvaltningen (Tiohundra management), a collaboration between the municipality of Norrtälje and Stockholm County Council, which is responsible for health and care in Norrtälje. The purpose of the project is to reduce the digital-knowledge divide by finding new ways to reach elderly people who have no experience of using the internet.

"In today's society, access to the internet and the ability to use it is a matter of democracy," says Göran Bergh, Project Manager at Tiohundraförvaltningen. "Many older people want to know and understand what everyone is talking about – just constantly hearing the phrase 'see ▶



Göran Bergh

AIDS TO INDEPENDENCE: SOMETHING FOR EVERYONE

A variety of assistive ICT devices are available for the elderly and disabled. Here are a few examples.

CALLS FOR ALL

Doro offers a number of mobile phones that are specially adapted for the elderly and disabled.

The Doro Care Electronics product category includes mobiles that are adapted for users with either reduced vision, hearing loss or shaky hands. The phones have large buttons, clear and bright screens and a reduced number of functions. Some models



are also equipped with alarms and other safety features.

<http://www.dorouse.us/Our-products/Cell-phones-and-accessories/>

MESSAGING MADE SIMPLE

Ippi is a kind of digital mailbox that allows the user to send and receive text messages, images, films and sound files using a TV. All that's needed is mobile-network coverage and an ordinary TV. It is not necessary for the user to have a broadband connection. Ippi is connected to both an e-mail address and a mobile-phone number. The phone blinks when

there's a new message, and the system can be controlled using a simple remote control. The technology behind Ippi was invented in the early 2000s by a few Ericsson employees, who later took the patent to the company they founded, In View. www.ippi.se

EASY JOICE

Joice is a simple video phone that allows elderly or disabled users to make and receive video calls using a TV. The service is often used in care accommodation, where the staff can take meal



orders and remind residents to take their medicine using the TV. www.myjoice.se

KEY COMPUTER KIT

Many magnification programs are available for computer screens. Supernova Magnifier can enlarge images up to 60 times, and is also available with speech functions. Users include those with visual problems and dyslexia.

Several kinds of specially adapted keyboards are also available. One of these is Bigkeys, which has extra-large, clearly labeled keys.

“They can’t wait for me to arrive and they’re eager to start using the computers I bring along”

Kjell Nilsson, course leader

Did you know ...

only 19 percent of Swedes aged 76 or older feel that they are active participants in the new information society? In addition, 53 percent of Swedes in this age group say they don’t know how to use a computer.

Source: Report, “Svenskarna och internet 2010” (Swedes and the internet 2010), published by .SE

► our website for more information’ can be frustrating. The feeling of being involved and understanding what people are talking about is incredibly important.”

The courses are held in rural areas of Norrtälje municipality and at homes for the elderly. A number of volunteer course leaders, who are themselves retired, have been trained with the help of Medborgarskolan and several educational organizations. The project is financed by Sweden’s Internet Infrastructure Foundation (.SE), and the courses are offered free of charge.

With their laptops in front of them, the senior citizens at Grind sit on purple sofas in the library of their home for the elderly and listen attentively as Nilsson presents blogs and Facebook on the projector screen. The computers are on loan from the project; none of the participants have their own PCs yet.

Svenåke Gustavson, 74, has an old classmate in Australia and wonders whether he can find him online. Nilsson Googles the name and gets about 10 hits, including a film from 1953. “I’m in that film! That was exciting. It’s fascinating that you can find old friends,” Gustavson says, obviously impressed.

During the class, the participants also catch a glimpse of another dimension of modern communications technology when they view a short demonstration of a smartphone. After taking a break, Arne Andersson sets his walker aside and sits down to take a look at the phone. “Goodness, this looks really expensive! But I can see the screen really well – can I press that?” he asks. His hands shake a little as he taps the screen of the smartphone for the first time and takes his first step into a completely new world. Afterward, he seems pleased. “It felt really good in my hand, and it wasn’t difficult to see the text because the screen was so well lit,” he says. “Of course I’d like to have one if I could only afford it.”

Gustavson is more skeptical and doesn’t want to try it. “That tiny little



Course leader Kjell Nilsson (right) guides Arne Andersson through a web site, while Svenåke Gustavson (left) soldiers on alone.

screen’s not for me,” he says. “Anyway, I’d have a hard time getting used to it – I’m still living in a paper-based world. But I’m definitely interested in using the computer for social reasons. It might be easier to keep in touch with my 15-year-old grandchild, who’s in high school.”

Many of the 220-odd senior citizens who have taken the course in Norrtälje want to stay in touch with their children and grandchildren using e-mail and social media. Birgitta Strömberg, Housing Manager at Grind, is pleased that the residents are interested in the new technology. “Many of them have children and grandchildren living overseas, and it’s a great opportunity for the elderly to know that they can chat with them,” she says. “But we have to keep in mind that they need large screens and properly adapted keyboards with bigger buttons, because our fingers often work a lot less well as we age.”

When it comes to mobile internet, Strömberg and her coworker Kicki Hammarström feel that internet tablets might be more suitable than

mobile phones for elderly users, primarily because the tablets are larger.

Göran Bergh adds that the language barrier can also be a problem for many elderly people. “It’s problematic that many of the terms in today’s mobiles are in English,” he says. “If you don’t understand English, you get stuck.”

Whether it’s fixed or mobile internet, the staff at Grind are convinced that internet usage among the elderly will increase. “I think that, in five to 10 years’ time, all elderly people will pay their bills online,” Hammarström says. “Many of them will buy and sell things, and social functions will be even better developed, with higher-resolution images and better sound for chat functions. Elderly people will find it more natural to look for old friends on Facebook. Social networks are really on the rise among the older generations.”



Birgitta Strömberg



Kicki Hammarström

Text: Anders Jinneklint Photo: Per Myrehed

70 is the new 50

As a new-media visionary and forecaster, Stanford professor Paul Saffo has an innovative view on the use of IT and telecom by the elderly in the western world.

How do you think telecom companies in general treat the elderly as a customer group?

Most importantly, I think what's happening is that the telecom industry is still too focused on what's perceived as the biggest market, which is teens – the young early adopters – and everybody else just has to go along with that. The obsession with making it newer, cheaper, smaller has meant that the telecom industry has not paid as much attention to the senior market as it should.

How should marketing be adapted to attract this group?

People have to get beyond the stereotype that early adopters are, by their nature, young people. For Amazon and its Kindles, it turned out that one of the biggest early-adoption populations was retirees. So Amazon found out that it was having a huge sellout of Kindles in southern Florida and a lot of the buyers were retirees. When people retire in places like southern Florida, they spend a lot of time reading novels. When the Kindle came out, they discovered that they didn't need to go to the bookstore to get their books, and best of all, it's easy to adjust the print size on the Kindle so that it's large-print.

So seniors must be taken more seriously as consumers?

Yes, if you're looking for early adopters, youths are of course included in that group. But after youths, retirees are a huge early-adopter group because they have the money and the time. People who are lousy early adopters are those in their 40s because they are so busy raising families and doing their jobs. The other reason to take this seriously is the fact that the baby boomers, who have been consuming more than any other group of people in the past 50 years, are about to become seniors.

How do you define seniors?

Step one: get beyond the stereotypes – it's not about big buttons. Don't make assumptions about who seniors are because the baby boomers reinvented what it means to be middle-aged, just as they reinvented what it means to be a college student. And they are going to reinvent what it means to be a senior – 70 is the new 50.

What needs do you see within this group?

I think it comes down to four things: first, a desire

to remain independent. Every senior's fear is to lose their independence and become a burden on their children or go to an institutional home. Being useful is the second: there is a tremendous intellectual capital built up in these people, so are they supposed to retire and wait around until they die? The world needs their brains – and they want to contribute to the world. Thirdly, they want their privacy and dignity. The fourth factor is community: they don't want to be alone; they want to be part of a larger community.

✉ Text: Johan Kvickström
 Photo: Theresa Vargo



Paul Saffo, a new-media visionary and forecaster at Stanford University.

A delegation from Motorola on a guided tour of the state-of-the-art Ericsson Studio. The tour takes in several stations, known as "worlds," which demonstrate various parts of Ericsson's operations.





ERICSSON STUDIO

The shop window

When customers, partners and other stakeholders visit Ericsson's **headquarters** in Kista, they are nearly always taken to Ericsson Studio. Here the company has a couple of hours to give the guests an **inspirational moment** to visualize whatever they have been discussing.

KISTA, SWEDEN
EUROPE

You will find Ericsson Studio hidden away behind Ericsson's headquarters in Kista. And to begin with, you might be a little shocked. Construction sites give the area a barren and desolate atmosphere, and a façade of corrugated iron doesn't hint at a building containing the latest in communications technology. But suffice to say it takes just a few steps inside the door for that impression to be completely erased.

The wall behind the reception desk is covered with TV screens in various sizes. In front of the desk, a group of people are gathered around Business Builder Jon Gamble. He's leading the tour, which today consists of three customers from Motorola and an equal number of representatives from Ericsson. In less than an hour, they get a vivid picture of what Ericsson does now and what it plans to do in the future.

The fact that Motorola is visiting might raise eyebrows because the company is a competitor to Sony Ericsson. But right now they are here in the role

of partner to Ericsson. And the visit to Ericsson Studio has been preceded by long meetings.

Ingvar Oderland, who is in charge of the Motorola visit from Ericsson's side, explains. "It's about public safety. Since last summer we've had a strategic alliance with Motorola, in particular relating to LTE. This time we're discussing the possibility of collaborating in command and control: communications to and from emergency services.

"This is the first time we've discussed this area, so we probably will not come to any decisions today. But perhaps we will make some progress. In any case, it is good to visit Ericsson Studio to display our offerings as a means of inspiration."

The Motorola representatives are dressed smartly in suit and tie. After almost two days of meetings at Ericsson Studio the mood is happy, fun and in high spirits.

Gamble begins the tour by asking some questions about Ericsson. He wonders if the guests know when Ericsson ►

“It is good to visit Ericsson Studio to display our offerings as a means of inspiration”

Ingvar Oderland



David Barry and Tim Boyle watch with interest as Connected Health is demonstrated.

Did you know...

that Ericsson Studio has an average of 22,000 visitors per year? Among these you find everyone from royalty to students. Approximately 1,000 demonstrations are held every year.

► started. And one who knows the answer is Tim Boyle, Director of Public Safety at Motorola. His two colleagues are Steve Mayes and David Barry, all from the United States.

“1876,” he says confidently and everyone smiles.

“And this looks almost as old,” Barry jokes when Gamble shows off a mobile phone from 1981 that looks like a small suitcase with a handset.

Then the actual tour begins.

Ericsson Studio is built in separate stations, or worlds as they are called, which demonstrate the different parts of Ericsson’s operations. Each station has its own color. Shape and

color are set in line with Ericsson’s new brand.

After laughing at The Connected Tree, the little tree that reacts to its environment and sends tweets about what it knows and feels, the visitors are shown the Mobile Health world.

Gamble shows how people can follow some simple steps to conduct health tests at home. Measuring devices can be placed on the body to perform tests and then obtain results on the PC at home. The test results can go live to a doctor – or other health-care providers can directly see the results. After analysis, a possible diagnosis is presented on the computer screen in real time. All three visitors lean forward with interest as Gamble illustrates how the test results can be reported.

“What tests can you do? Can you check your blood pressure?” Boyle asks.

“Yes, absolutely,” Gamble says. “Blood pressure, heart rate, body temperature – those can all be measured.”

The next station is the one that arouses the most interest in this group: Transportation.

As people working with security issues, even if not directly related to transport, this is an area closely related to the visitors’ business. Because Europe is a big market, even for Motorola, they are also very interested in European affairs. Gamble explains

how an EU directive means that all new cars from 2014 must have some form of mobile device. It will mean that if a car crashes and the airbag is triggered, a signal is automatically sent to the emergency services. The device will also have some kind of speakerphone function so that emergency services can in turn contact the people in the car to be able to ask questions about their situation. The delegation listens carefully and asks a couple of questions about why this area is of interest to Ericsson.

The meeting which preceded the demonstration of Ericsson Studio was longer than planned, so the tour is slightly curtailed. There’s lunch scheduled before the visitors are picked up by taxi for the journey to the airport and flight home. The group therefore hurries through the remaining stations. But everyone involved seems very happy.

“This far exceeded my expectations,” Boyle says. “Ericsson has a very good range of services and products, which Ericsson Studio demonstrates in a clear and lively way. We and Ericsson have many common needs. It has been interesting to exchange ideas and thoughts. The party then heads off to the canteen where food and colleagues await.”

For Ingvar Oderland, time will tell if there is any cooperation with Motorola in the area. For Jon Gamble and the others at Ericsson Studio, the next visitors are already arriving.

Text: Johan Kvickström Photo: Gunnar Ask

LIFTING THE MOOD



Jon Gamble

ONE PERSON many of the customers meet at Ericsson Studio is Business Builder Jon Gamble.

What type of visitor is most common?

“Operators are most common, accounting for some 70 percent of our visitors. But partners at Ericsson also tend to do a tour here as well as various government representatives, and some

people from the media. But we also have a large number of international visitors who think that a tour is a great way to see what is happening within the company!”

How do you describe a successful visit to Ericsson Studio?

“One that lifts the mood of the visitors. Some of them come here after sitting in long meetings and are per-

haps tired. But most people are in great spirits when they leave here.”

What comments and questions do visitors usually raise?

“Some know very little about our business before they come here and are surprised, saying that ‘I did not know that Ericsson is involved in television,’ or similar. ‘Is it here already?’ is

another common question. ‘What does it cost?’ I hear quite often. It’s always a good question because it shows that they have realized the value and are interested in purchasing the service or product they are looking at.”


What attracts most interest?

“The Connected Tree (the Twittering orange tree) is always popular.”

Jon Gamble often begins the tours by asking participants a few general questions about Ericsson.







Here we see the casing being designed for the **speakerphone which was launched as Ericovox the following year**. The work was carried out by what is known as the "AOS group" (Magnus Ahlgren, Torbjörn Olsson and Sven Silow from the Swedish Association of Architects) in collaboration with the architect Dean L. Smith.

We have been unable to confirm the names of the people in the picture. Do you recognize any of them? Please let us know at contact.comments@ericsson.com

The second screen

An audience watching **TV on a “second screen,”** whether in the shape of a laptop or mobile phone, opens up new possibilities for the **ICT industry** and also changes the way people watch – and interact with – TV.

Monterosa is a UK-based company that creates live viewer services for interactive TV shows or services connected to such shows. Working at the forefront of the development of TV, Tom McDonnell, creative director of Monterosa, has good insight into how the medium works.



Tom McDonnell

According to McDonnell, the development of TV-watching occurs in cycles. For example, viewer interactivity seems to be a hot topic again and again, but combining traditional TV viewing with how people use the internet has yet to happen. “It’s taking a while for people to have confidence in the technology,” he says.

Can you give an example of how viewers watch TV together with something on a second screen?

“If you take a show such as The Million Pound Drop in the UK, a really recent example, you, as a passive viewer, can actually get involved by firing up your laptop and playing the game yourself. You can put yourself in the shoes of the contestant and pretend that you are the one really playing the game on the show. You can play the game in exact sync with the show, which is live. Then we can aggregate all the data from the show and people’s activities surrounding the program. We can pull out all kinds of interesting facts, such as that most

men got a particular question wrong or people from this or that age span answered a certain way. All of this information can be useful in different ways, depending on what information is needed.”

What will be the next step in this development?

“The next step might be ‘TV widgets,’ connected TV that enhances the viewing experience with a game or something else that increases viewer participation. While this is very exciting and probably a part of the future landscape, we need mass adoption before it will be economically viable to support the devices. In the meantime, we’ll be piloting and creating prototypes so that we learn how to use the technology creatively.”

What about using mobile phones instead of laptops?

“Laptops and broadband combined with Wi-Fi have made it possible for people to reach over for their laptops and get involved with TV shows. But all these people also have a mobile phone in their pockets. And if it’s a smartphone, many people could prefer to use it over the laptop. We are currently developing robust smartphone and tablet support into our platform.”

Is the development driven by customer demands?

“You cannot really look at it as customer demands, because customers aren’t going to tell you that they really want to use their phones to interact with a TV show that has not been ▶

MORE ABOUT MONTEROSA

“WE STARTED IN 2003 when we were commissioned by the BBC to make the web-based component of a game show called ‘Test the Nation,’” McDonnell says. “It was based on the idea that the whole nation could simultaneously test its IQ. The show was a big hit, and we created this web-based game so that viewers could test their own IQs and send the results to the TV show. You could see how people at home were doing in comparison with the people in the studio. We believed that such interactivity was going to be the future of TV and we built a business around it.”

Since then, Monterosa has become more and more involved in different real-time experiences that feed into TV shows. For example, the company was involved with the BBC’s *The Apprentice* in 2009. *Four Weddings* is another program, for *Living TV*. *Come Dine With Me* for Channel 4 is yet another. *The Million Pound Drop* is the most recent example of the work it has done, in collaboration with Endemol and Channel 4.





“You can put yourself in the shoes of the contestant and pretend that you are the one really playing the game on the show”

Tom McDonnell

▶ invented yet. So rather than looking at it as a demand, we try to look at what could make consumers enjoy their experience more. We go by the principle that people want to engage more and they want to feel part of the program that they are watching.”

Are broadcasters taking viewer interaction into account now?

“Yes, development producers picturing the audience sitting on a sofa should now picture the audience sitting on a sofa with a laptop or a mobile phone next to them. And they should know that it is not that difficult to connect a certain percentage of that audience to their show anymore.”

When will things start moving in that direction?

“We are getting there now. In the last six months, there has been a dramatic change. It only takes a few shows to capture the attention of the industry, and all of a sudden many people are interested in investing in this again. So I expect that it will take a few more cycles of commissioning and then we will see a lot more live, real-time participatory tv in the uk. And the uk is quite influential in this area, so we will most likely see the same development globally in the near future.”

TV has traditionally been a one-way form of communication. Broadcasters have pushed content out to viewers. For a while now, it has been more of a push-and-pull story with

end users having their way as well. Is the old way of watching TV dying now?

“No. In Britain, people are watching more tv than they were three years ago. And most of that tv is still being watched passively. So I don’t think that that is going to die. Instead it is more a question of new opportunities. You know that you can now connect with a large majority of the viewers and it’s almost like you can create a kind of sub-genre. It’s not an either-or thing; it’s just a new opportunity. It gives tv a chance to attract a much more engaged audience than the one using tv as wallpaper, something that is on in the background

while you are ironing or talking on the phone or surfing the web.”

How much audience interaction will we see a few years from now?

“That depends entirely on how creative the tv producers are. It’s all very well to talk about interactive tv – we have done that for 10 years now. It’s not something that works with every show, no matter what. Interactivity has to be part of the plan from the very beginning – the shows that have been successful have all had this as an integral part and not some add-on extra service.”

☒ Text: Johan Kvickström Illustration: Ebba Berggren

A BRIEF GUIDE

- ▶ **BBC**, The British Broadcasting Corporation, is the main public service broadcaster in the uk.
- ▶ **ITV** is a public service network of British commercial tv broadcasters.
- ▶ **Channel 4** is a commercially self-funded British public service broadcaster.
- ▶ **Living tv** is a uk television channel also broadcasting in Malta and Ireland, which aimed at a younger audience.
- ▶ **The Million Pound Drop** was a live British television show that aired at the beginning of 2010. Contestants were given GBP 1 million and then had to answer questions to keep as much of that money as possible.
- ▶ **The Apprentice** is a reality tv show in which a group of aspiring young businessmen and women compete for the chance to win a much sought-after position as an apprentice to a top business manager.
- ▶ **Come Dine With Me** is a Channel 4 television program shown in the uk. The show has amateur chefs competing against each other, hosting a dinner party for the other contestants.
- ▶ **Four Weddings** is a show on Living tv, in which brides and grooms attend each other’s weddings and rate them.

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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
History Which year?	The US Bell System monopoly in the US is broken up.	A year-long miners' strike begins in the British coal industry.	Apple Macintosh is introduced.	Ronald Reagan became re-elected as president of the United States.	The title of an iconic book by George Orwell.
Technology Which technology?	The term first appeared in 1995 with the founding of Precept Software.	The majority of the technology is based on the image compression MPEG 2.	It is seen as a new revenue opportunity for telecommunications providers.	In the past it has been restricted by low broadband penetration.	It is bringing video-on-demand (VoD) to television.
Sport Which sport?	The 2009/2010 Mavericks Contest is presented by Sony Ericsson and Barracuda Networks.	Caught inside, close-out, cutback, and fade are all common terms.	1960s US rock/pop band The Beach Boys built their image on this sport.	The main tool used is made of polyurethane foam.	The nickname for a young participant is a "grommet".
Business Which company?	It was founded in 2004 by Dhirubhai Ambani.	It owns the world's largest private under-sea cable system, spanning 65,000km.	It has a customer base of 105 million.	It is one of the five top telecom companies in the world in terms of customers in one country.	It is India's second largest wireless carrier.
Geography Which country?	Its area is 580,000 sq km, with a population of nearly 39 million.	Operator Celtel has 40 percent of this country's telecoms market.	The economy depends heavily on agriculture and tourism.	It has more than 40 different ethnic groups.	It is named after the second-highest mountain peak in Africa.
Famous person Which icon?	Stevie Wonder dedicated his 1985 Oscar to this person with the song "I Just Called to Say I Love You".	July 18 is an annual international day in his honor.	He became president of his country at the age of 75 in 1994.	Operator Zain sponsored UK and US concerts to celebrate him.	He won the Nobel Peace Prize in 1993.

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.



PHOTO: ERICSSON ARCHIVE

History: 1984; **Technology:** IPTV; **Sport:** Surfing; **Business:** Reliance communications; **Geography:** Kenya; **Famous person:** Nelson Mandela; **Which year (photo):** 1954; **A Colombian delegation including former president Alfonso López (to the left) visits LM Ericsson at Telefonplan in Stockholm.**