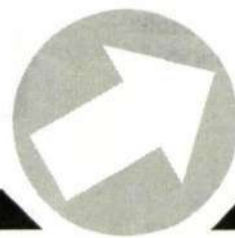


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NO. 1 · FEBRUARY 11 1999



Ericsson is to close its Ingelsta plant in Norrköping, with the loss of almost 600 jobs. Ericsson CEO, Sven-Christer Nilsson, went to Norrköping himself to break the news to employees. Foto: Peter Nordahl

11,000 jobs to be eliminated

Although cutbacks had already been announced, the decision to completely close the Norrköping plant came as a surprise to many. The atmosphere in Norrköping was bitter following Sven-Christer Nilsson's visit. The restructuring measures announced by Ericsson last week are a result of more efficient production and changes in demand. 11,000 jobs will be eliminated globally in the coming two years, including the loss of 3,300 jobs in Sweden.

4-5



Ericsson's new model

It's finally here: the T 28. Ericsson presented its new telephone at the year-end financial statement press conference.

It is smaller, lighter and has longer talk and standby times than its predecessors.

It has more features and is the thinnest phone on the market. The T 28 is also the first of a new series of Ericsson phones.

The phone will have its retail launch in the summer.

3

NEWS

Jan Wäreby has largest region

Contact is continuing its presentation of the new company management. This time, it's the turn of Jan Wäreby, who is responsible for the Europe, Africa and Middle East Market Area – a total of 122 countries.

2

Binderless documentation

A method and tool for the management of customer documentation won first prize in the competition "Best Improvement within Ericsson 1998."

Contact has met the winners, who explained their concept.

12-13

Who does what – an overview

There are few who can explain Ericsson's new organization in simple terms. Contact presents a compilation of where the various components fit in the new organization. Cut out and save the easy-to-read diagram.

Center

60 years and still going strong

Contact turns 60. A lot has happened over the years. Read the company news as it was 60 years ago.



19-22

1998 – another record year

Ericsson's year-end report for 1998 showed yet another record year for the company. Profits were slightly more than SEK 18 billion. It was primarily Mobile Systems that contributed to the positive result.

7

WORLD WATCH

Finland has more mobile subscriptions than fixed connections.

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NEW SUCCESSES

See an Ericsson flag waving at the summit of Kilimanjaro.

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contact

The publication for Ericsson employees all over the world

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Do you want Contact, the English-language edition of Kontakten, sent to your home address?

If you are on a limited assignment in Sweden that service is provided. Send us your name, home address, and the date you will leave your assignment to LME.LMEKOCO. You will continue to receive Kontakten.

If you move, please send a memo with your new (and old) address, to LME.LMEKOCO.

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Jan Wäreby's task: to manage 122 countries

He is the customer's voice within company management. An ambassador whose job it is to bring Ericsson closer to its markets. Meet Jan Wäreby, one of the four new market area Executive Vice Presidents.

Jan Wäreby stands in the doorway of his office at Telefonplan in Stockholm. The new market area executive vice president has moved in here while waiting for the completion – scheduled for next summer – of remodeling work on Ericsson's recently acquired office building in London, where the Europe, Africa and Middle East market area will be headquartered.

"It will be incredibly exciting to expand this new dimension of marketing. Many countries have a broad base of knowledge and the challenge will be to build up a marketing organization that can make global use of the experience available in various countries."

It is a relaxed management executive who sits down in the easy chair in the sitting area of his office. Probably the last thing Jan Wäreby can be accused of is being stiff and formal.

"My first thought when I was offered this job was that it was really big. But I have dealt with customer relations and sales throughout my entire career, so it felt like a good challenge," says Jan Wäreby, laughing.

Diverse market area

And big it is. The market area generates half of consolidated sales. It consists of 59 market units in 122 nations, and oversees two thirds of the global customer accounts.

There is a strong mobile telephone market in Western Europe. This year, licenses for third-generation mobile telephone systems will be issued in Finland, the UK and Holland, among other countries. Soon, however, Western Europe will have completed digitization of its fixed networks.

"Traditional lines of business are winding down in Ericsson's strong markets. Ericsson now needs to become a leader among new operators and next-generation systems with IP-based services," says Jan Wäreby.

Central and Eastern Europe still have a way to go in terms of expanding and digitizing their telephone networks – on both the fixed and mobile sides. In the Middle East and Africa even more remains to be done. At the same time, both regions are also showing great interest in the new technologies.

Is it really possible to bring such diverse countries together into one and the same organization, without marginalizing small and distant nations?

"It isn't our intention to smooth out the differences between countries. Of course we'll continue to adapt our operations to the unique conditions prevailing in every market. But we need to get the various market units to collaborate better and take advantage of each other's experience," says Jan Wäreby.

"There has to be a limit to the number of market areas that we have. It was natural to unite Europe, the Middle East and Africa, partly because they lie in the same time zones."

Increased customer focus

With the new organization, Ericsson is aiming to get closer to customers and to be more responsive in reacting to their desires. Managers of the various customer accounts – large global customers (Global Account Management), other key customers (Key Account Management), and new customers (New Account Management) – will have full responsibility for customer contact. Subsidiaries will be strengthened and focus on the customer will increase.

"I have always been interested in working to strengthen customer relations in order to in-



Jan Wäreby is responsible for the largest market area in the new Ericsson organization, containing 122 countries.

Photo: Peter Nordahl

crease customer satisfaction and increase sales," says Jan.

Jan Wäreby also sees opportunities for increasing efficiency by concentrating certain functions into a single country or just a few countries within a region.

"All operations do not need to exist in all countries. Functions such as IS/IT, finance and personnel administration are a few examples of operations where we can achieve savings by creating shared organizations," says Jan Wäreby.

How will that work? Several of the large Ericsson companies in the region are very independent and have built up large organizations that encompass most functions.

"In terms of our efficiency and our costs, it is no longer possible to look at each country individually. We need to adopt a more encompassing attitude. Every country needs to contribute – both big and small. In order to find the best possible solutions, six of the managers for the largest market units will be reviewing the entire chain of supply, including sales and implementation. Administration will also be reviewed," says Jan Wäreby.

"A large part of this rationalization process has already started in the Nordic region, where we are now starting to realize profits from consolidation. There you find, for example, a common IS/IT operation, financial administration is conducted in a unified manner and there are shared customer service centers for the marketing of new products and solutions," says Jan Wäreby.

Ericsson's purchase of the building in London was clearly finalized before Ericsson's new orga-

JAN WAREBY

Position: Executive Vice President of the Europe, Africa and Middle East market area.

Age: 42 years old.

Family: Wife Eva, daughters Elisabeth and Madeleine.

Most likes: His family, the archipelago and boats, especially in combination with each other.

Dislikes: When someone nods in agreement, but then does just the opposite. Not being straightforward.

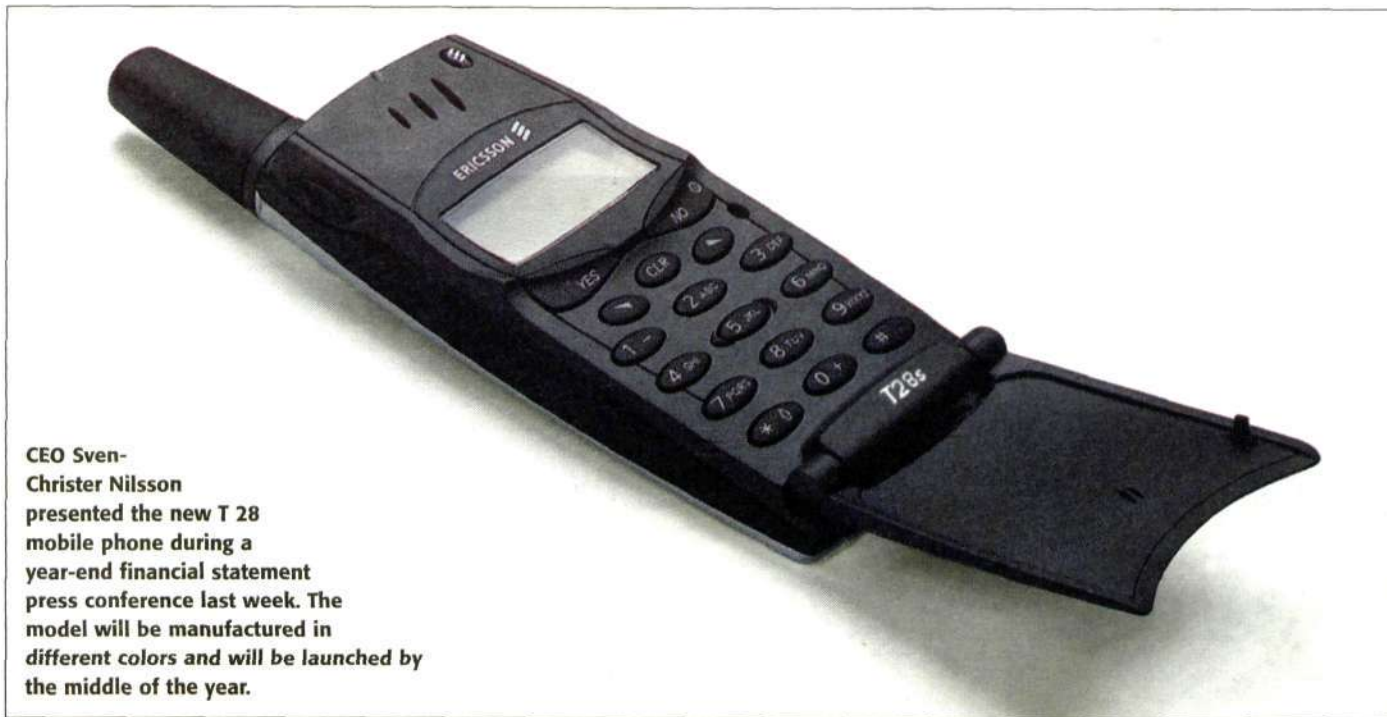
nization was known. You hardly had any choice in where your new office would be located, did you?

Fun to live abroad

"It came with the job, so to speak. I lived in the U.S. for nine years, and it will be fun to live abroad again. London has a number of advantages. Proximity to many large customers is, of course, the most important. But also the opportunity to build up a global team makes London attractive."

Great Britain is the single largest market within our market area. Five of the market area's ten global accounts are located there. In addition, London is a major financial center and an easy place to travel from when visiting other countries within our market area.

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CEO Sven-Christer Nilsson presented the new T 28 mobile phone during a year-end financial statement press conference last week. The model will be manufactured in different colors and will be launched by the middle of the year.

Small, flat and light

At Ericsson's year-end financial statement press conference two weeks ago, there was a surprise unveiling of a new mobile phone. The new T 28 model is an advanced dual-band telephone with a futuristic design.

"This mobile phone was the one best received in our customer testing. It is one of the smallest on the market and absolutely the thinnest at only 15 millimeters," explained CEO Sven-Christer

Nilsson, who presented the new mobile telephone during the year-end financial statement press conference in Stockholm.

First of a new series

The mobile telephone is the first of a series of models that are based on a new platform developed in Lund, Sweden. The launch of the high-end T 28 model will occur on a large scale in all of the major markets by the middle of the year.

The new model can be voice-activated to make or receive calls.

Another feature is the option of having two telephone numbers programmed on the same SIM card, making it easy to separate business and personal calls.

It is also possible to program the telephone so that it will only allow incoming calls from certain numbers, as well as to choose distinctive ringer signals for different callers.

Games and a world clock

Easy-to-read icons simplify navigation through the menus. The

T 28 also contains games and a world clock that automatically adjusts itself depending on the location of the user.

With the new 3 volt platform and a new type of battery, the model can handle up to 4.5 hours of talk time and 200 hours of standby time.

Nils Sundström

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<http://www.ericsson.se/pressroom/>

Breakthrough IP order from BT

Ericsson has signed a general agreement with the British telephone company BT worth SEK 3.4 billion (€ 270 million).

The agreement is a breakthrough for Ericsson's new generation of fixed telephone networks which are able to handle telephony, data communication and Internet traffic.

The general agreement runs five years and means that Ericsson will integrate AXE, ATM and IP into BT's network. The new network will be able to handle BT's domestic and international telephone traffic, as well as rapidly increasing Internet traffic.

"This order represents a breakthrough for Ericsson in many respects. The solution is a huge step in bringing together circuit-switched AXE technology with datacom solutions based on ATM and IP.

It's also the most significant contract we have signed for our ATM switch AXD301, and a clear breakthrough for our data networking business," says Sven-Christer Nilsson, CEO of Ericsson.

First with multiple network

Telecom giant BT is one of the first telephone companies in the world to purchase Ericsson's new multiple service network.

"BT is expecting tremendous

growth in data traffic as well as voice communications. When installed into our network, this equipment will support a seamless service for our customers, whatever kind of call they wish to make, from a simple trunk voice call to a complex video application," says Bill Cockburn, Group Managing Director of BT U.K.

It is a sign of the times that old circuit switched AXE networks, are standing on the brink of major changes.

The ability to handle all kinds of telephone and data traffic at the same time and on the same network is an important developmental step for all large operators. At the same time, this system will increase capacity.

"We are noticing a great deal of interest in our solution among all of the operators who have a similar degree of digitization in their network as BT," says Gunnar Forsgren, business manager, Wireline Systems business unit.

Increased data and IP traffic

Most of these operators have completed the expansion of their infrastructure and are beginning to feel the effects of rapidly increasing computer and IP traffic.

"We are very proud that BT has chosen Ericsson to modernize their transit network," says Gunnar Forsgren.

Nils Sundström

IN BRIEF

Wireless Internet to Germany

► The German operator T-mobil has purchased Ericsson's GPRS technology for rapid wireless data transmission. Using the new technology, an operator can offer their customers wireless Internet and other IP-based services. Transmission speed is 115 kilobits per second. The technology is an important step towards third generation mobile telephone networks.

U.K. gets new mobile system

► Ericsson is constructing a third generation mobile telephone system in the U.K. Licenses for third generation mobile telephony systems in the U.K. will be auctioned off this summer. Ericsson is offering operators who are considering participating in the auction a chance to conduct advanced tests prior to the auction. The project started in January.

Warning for new virus

► A two-week old computer virus has been spreading widely within several Ericsson units. The virus is difficult to detect and experts are now trying to stop its spread and minimize damages. The virus, known as W97M/Ethan, attacks Word '97. It spreads quickly, mostly through e-mail with attached Word documents, and through shared documents on servers.

New research in China

► Ericsson has begun joint WCDMA research together with China's Ministry for Information Technology. One of the first steps will be to establish a research center in Beijing.

The agreement calls for the mutual contribution of expertise within the field of WCDMA, the third generation of mobile telephony.

COLUMN



Lars-Göran Hedín

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Navigator turns 60

Back in 1939, when Ericsson was approximately half as old as it is now, company management decided to start a company newsletter. Right from the very beginning it was named Contact.

For 60 years, this newspaper has told the story of Ericsson's development. Now and again, just as in this issue, there has been bad news.

More often, thankfully, the news has been good.

One of Contact's most important tasks has been to explain complicated situations and generate understanding for the reasons behind major company management decisions.

The need for clarity in such situations reinforces the need for an informative, in-depth magazine.

New editors in place

New Contact editors are now in place following the Ericsson reorganization, as is evidenced by the adjacent editorial staff credits.

From those, you can also see that Patrik Lindén is now in charge of daily magazine operations, while I have taken a step back in order to devote more time towards managing the entire corporate editorial staff.

Therefore, when you have an idea for a story that Contact should look into, you should contact Patrik or one of the other editors listed on the opposite page. You'll get faster and more straightforward responses to your inquiries.

Revolutionary work

Along with the start of Contact's 60th year of publishing, I am starting up a project which I am convinced will revolutionize information gathering within the company.

We have plans to launch "Ericsson Info Center" by the end of March – a collection of information databases available to all employees as well as people outside the company, using the web. People will have access to a searchable text archive, an image library, a companywide news bureau, and something we have called "the message bank."

A way to celebrate

Our intention is for everyone to be able to get current news, opinions and positions from Ericsson.

What better way to celebrate 60 years of publishing than by making Contact the center of a whole new generation of publishing tools?

In the process, some of the most important messages and lessons that this 60-year-old has conveyed in recent times, will be made easily accessible for posterity!

Read more about Contact's 60th anniversary on pages 19–22.

Major cutbacks during the

Approximately 11,000 jobs will be eliminated from Ericsson over a two-year period. The cutbacks are a result of Ericsson's global reorganization presented last week by CEO Sven-Christer Nilsson, following the first announcement in December 1998. These measures will be implemented during the next two years.

Rapid technological development and new work methods have rendered today's products much less labour-intensive. Fewer employees are, quite simply, able to accomplish much more. "This means that, even if the Company grows, the number of employees will decline. The units we need must be concentrated in handful of locations, which are close to our research and development operations. We are currently producing in too many different places," says President and CEO Sven-Christer Nilsson.

A technological transition is also sweeping through the market. Demand for fixed telephony products is declining steadily, in parallel with rapid new development in datacom, the Internet and broadband technologies. The changes generate greater gains through increased operating efficiency and demands new skills and expertise.

Globally, Network Operators will lose 8,500 of the business segment's 68,000 jobs, including 6,200 in product supply and installation, 1,200 in customer support and services, 900 in product development and 200 in sales and general administration.

In the Enterprise Solutions business segment, 1,300 jobs will be eliminated from the present labour force of 11,500 employees.

The Consumer Products business segment will lose approximately 500 of its present total of 14,000 jobs, including 400 in product supply and service.

General administration and other activities are expected to lose 1,300 jobs worldwide.

The cutbacks will be implemented over a two-year period, with more than 5,000 jobs lost this year and more than 6,000 eliminated in the year 2000.

The elimination of 11,000 jobs does not mean that Ericsson will have 11,000 fewer employees in two years. Some new recruitment will be conducted within certain other areas in parallel with the cutbacks. Overall, however, all indicators point toward a net decrease.

Patrik Lindén
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"I didn't think the Norrköping plant would be hit yet again. We have lived up to the demands placed on us two years ago, but still they do this to us," says Ingalill Pettersson, chairperson of the Metal Workers' Union at the Norrköping plant.

Effective production reduces labour requirements

In parallel with the elimination of job opportunities in Supply and IT, cutbacks outside Sweden will exceed the number of jobs lost in Swedish units by a broad margin of 4,100 to 2,100.

"We conduct comprehensive research and development work in Sweden, and the close proximity of these operations is important," says Björn Boström, Vice President of Corporate Supply and IT.

"Cutbacks that have now been announced are part of a continuous

program of improvement that started a few years ago within Supply and IT activities. The dramatic element in today's cutbacks is attributable to the simple fact that we can no longer transfer production from one plant to another, as we did in the past. As long as the former Mobile Systems business area maintained its strong growth rate, various production plants were able to "share the wealth" of its success through transfers of production to plants with low capacity utilization. The same held true when the scope of base station products declined sharply. The over-

capacity that arose was absorbed by transferring the production of telephones to these factories.

Less installation work

"Product changes are implemented much more often in all product areas today, resulting in reduced labor requirements," Björn Boström continues. "The same applies to the production of base stations; the labor content for new versions of the GSM base station has been reduced by two-thirds."

Today, some base stations are completely operational upon deliv-

ery, which makes installation work at customer sites simpler and quicker. The need for installation personnel, accordingly, is no longer as great. Conversely, the need for highly skilled technical personnel in production plants has grown more acute.

Development trends today are shifting more toward a process whereby customers place their orders directly with production plants, which simplifies administrative routines in order processing, for example. The need for fewer employees, accordingly, is not totally dependent

on product development; new work methods are also a factor.

The consolidation of fixed and mobile telephony in the Network Operators business segment has created joint flows of products and services that have further reduced personnel requirements.

Brazil and China

Approximately 4,100 jobs outside Sweden will also be eliminated. All production in Australia was discontinued in December, and other foreign units will also be affected. Production in China and Brazil will be

next two years



11,000 jobs will be eliminated from Ericsson over a two-year period. The Norrköping plant will be closed and 600 persons will lose their jobs. Ericsson Components in Kista is phasing out older microelectronic products and outsourcing more products to independent suppliers, which means the labor force will be reduced by 250 persons.

Photo: Peter Nordahl



Tony Åbrodd, Karina Skoglund and Annevie Blomqvist at Norrköping plant, doubt they have any chans for new jobs. Photo: Peter Nordahl

Bitter reaction to announcement

It was 11:30 AM on a day all residents of Norrköping will remember for a long time. Morning-shift workers had assembled for a general meeting in the AXE hall. A few hours earlier, an important announcement had been made.

"I have come here today with some bad news..."

Sven-Christer Nilsson had stepped up to a make-shift podium to announce the news that many employees had feared.

Ericsson will close the Ingelsta plant in Norrköping, and nearly 600 jobs will be lost.

"It's a rotten feeling. We should all go home right now. What's the point of staying here until the end of the year? This time, I know I won't demonstrate. Obviously, we don't accomplish anything by demonstrating," says Annevie Blomqvist, who has worked for Ericsson in Norrköping for 25 years.

The mood at the plant on this day is not characterized by anger or the will to fight back. Instead, an aura of despair prevails, a sense of resignation. At one table in the large production hall, a group of employees gathered to digest the announcement and its significance to them.

History repeats itself

It's a hardened group of Ericsson employees that now sees history repeating itself. The first blow was inflicted two years ago, when Ericsson discontinued production of circuit boards in Norrköping and 1,700 jobs were lost. Many employees were offered new jobs within the company or with Ericsson suppliers. About 800 persons were left unemployed, however, went into retirement or

were offered some form of redundancy support.

Assembly work on AXE Classic, the older version of Ericsson's AXE exchange, was continued at the plant in Norrköping. Today, the announcement to discontinue all production of the older exchange marks the end of nearly 40-years of Ericsson production history in this old industrial city.

No market

"If we had known at the time of the previous cutbacks what we know today, we would not have continued operations here in Norrköping. There is no market demand for the AXE Classic, the version of AXE that is produced here in Norrköping. We knew a technology shift would come, but the transition has taken place much quicker than anybody was able to foresee," replied Sven-Christer Nilsson when asked by Ericsson employees why management decided to close a plant already affected by hard times.

A limited labour market

The potential to find new jobs is limited for many Ericsson employees. Most employees who retained jobs at the plant after the previous cutbacks are older persons and women with limited education qualifications.

"Younger workers who were laid off last time had a better chance to adjust their lives and start studying. Other jobs were also available. Now it's just us older folks left, 45 and older. What chance do I have to find a new job?" says Tony Åbrodd, who has worked 30 years for Ericsson in Norrköping.

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Smarter circuits lead to fewer jobs in the future

All production of the AXE Classic will be discontinued when the Norrköping plant is shut down. The AXE system is being changed continuously. Moore's law is cited as a major force in today's dynamic technological development.

Moore's law is a curve that describes digital technology. It is the phenomenon whereby the mass of functions integrated in a circuit is doubled every eight months, and there is no end in sight. Gordon Moore was one of the founders of Intel, the computer

company that has been a major force in the growth of the PC industry.

When the AXE exchange was introduced in 1976, it was an analog system. As early as the following year, work was started to digitize the system's central switch.

More information was integrated in circuits that were continuously made smaller. The number of circuit boards and products continues to decline steadily. After Ericsson signed its breakthrough contract for semi-digital AXE systems with Saudi Arabia in 1977, more customers opened their eyes to the new tech-

nology. After 1981, digital technologies were also introduced in the subscriber sector. Ericsson and the entire telecommunications industry started to approach full compliance with Moore's law.

In 1986, Ericsson announced plans to implement a strong program of rationalization. The size of the AXE system would be reduced by half.

Ten years later, in 1996, another comprehensive rationalization program was announced. The size of AXE systems would be reduced even more. The system was also opened for integration with technologies de-

veloped by other suppliers. New AXE systems can now process IP-traffic and be adapted to pure datacom networks. The most recent major contract, with British Telecom (BT), confirmed Ericsson's recognition as a datacom supplier.

Ericsson operates in an industry characterized by extremely dynamic technological development. AXE systems will undergo additional major changes in the future. As long as Moore's law remains in force.

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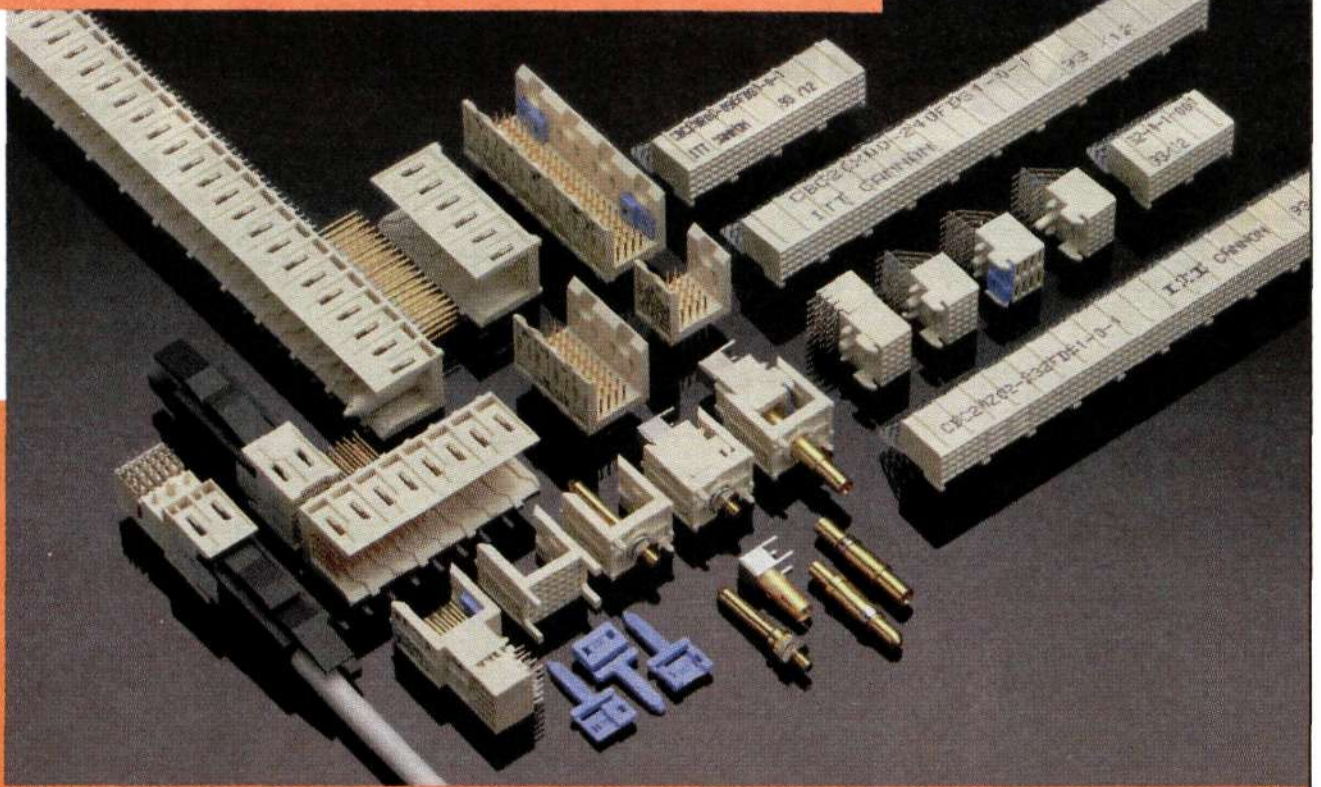
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- Simple fixing method (push fit peg) for the female connector on the daughter card.
- Conformity with international connector and system build specifications.

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1998 – a new record year

Ericsson reported its year-end earnings on January 28, announcing another record year. A summary of the year-end report release is provided below. The full report, with financial statements and the CEO's comments are available on the Internet.

China was the largest single Ericsson market with 12 percent of total sales, followed by the United States, the United Kingdom, Brazil, Italy and Sweden. Sales in the Asia/Pacific area declined 3 percent in spite of strong growth in China. Latin America posted a sales increase of 20 percent, and Europe/Middle East/Africa sales rose 17 percent, while sales in North America declined 2 percent.

Net sales during the fourth quarter rose by 7 percent compared with the fourth quarter of 1997 for comparable units. Exports from Sweden were SEK 110,400 M. (93,100), up 19 percent.

Orders booked increased by 4 percent to SEK 187,415 M. (179,770), and order backlog at year-end was SEK 78,990 M. (76,047, after adjustment for sold/purchased units).

Total expenses for research and development, selling and administration amounted to SEK 61,057 M. (52,461). As a percentage of sales, total expenses were 33 percent, compared with 31 percent in 1997.

Increased focus on R&D

Ericsson's total technical costs were SEK 30,190 M. (26,609), corresponding to 16 percent (16) of sales. The amount includes research and development costs of SEK 25,189 M. (20,906) on own account and for customer orders, which represent 14 (12) percent of net sales. In 1998, Ericsson accelerated R&D efforts, especially regarding third generation mobile systems (WCDMA, GPRS and Edge), Internet products and mobile phones. The number of patent applications was at the same level as last year, approximately 1,200.

Operating margin was SEK 19,273 M. (18,757), to which the Mobile Systems and Mobile Phones and Terminals business areas were the main contributors. The operating margin declined slightly from 11 to 10 percent as a result of price pressure and product mix in mobile phones, increased R&D spending, strengthening of the sales organization and increased branding activities in mobile phones and implementation projects for business support systems and process re-engineering.

Ericsson's financial net was an expense of SEK 237 M. (income: 48) due to lower interest revenue related to reduced cash and increased inter-

est expenses from higher borrowing.

In 1998, cash flow before financial activities was a negative SEK 9,825 M. compared with SEK 7,746 M. in 1997. This amount includes strategic acquisitions of slightly more than SEK 10,000 M. Excluding these acquisitions, cash flow was somewhat positive despite increased customer financing of more than SEK 5,700 M. The rate of capital turnover decreased from 2.4 times to 2.1 times as a consequence of the investments and customer financing. Inventory amounts to 15 percent (14) of sales.

Building acquisition in London

Ericsson's investments in tangible fixed assets, including a building in London, were SEK 8,965 M. (7,237), of which SEK 3,389 M. (3,539) in Sweden.

Investments in intangible assets were SEK 6,013 M. (159), of which goodwill SEK 5,913 M. (10).

To finance portions of the investments, a 5-year loan of USD 300 M. was issued within Ericsson's USD 800 M. Medium Term Note program.

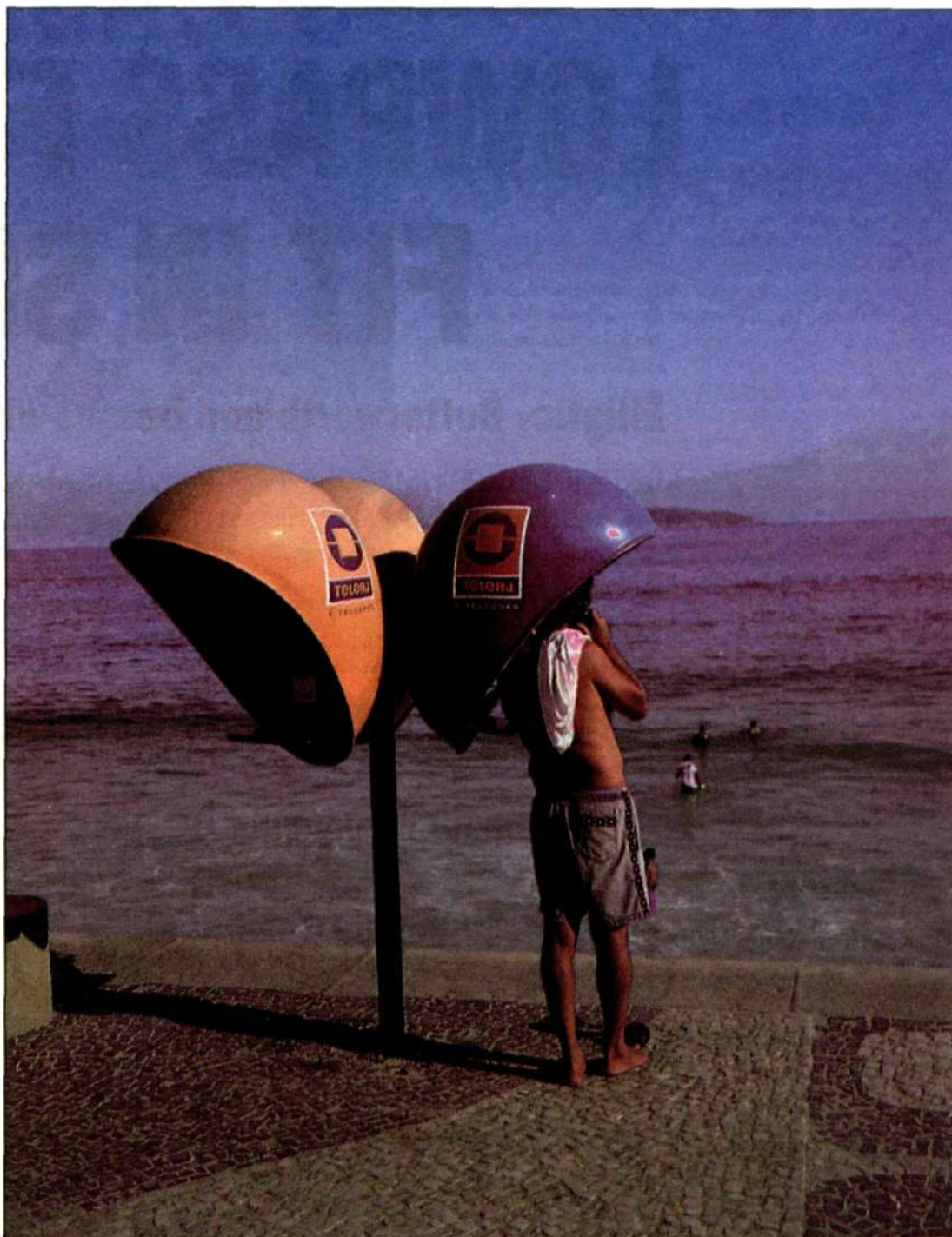
The equity ratio was 38.9 percent (38.7).

Mobile Systems continued to show strong growth and clearly maintained its position as the leading systems supplier. The rapid growth in number of mobile users continued. The system standards supplied by Ericsson are now used by close to 95 percent of the total number of subscribers worldwide. GSM strengthened its position as the most widely distributed standard. Net sales increased by 20 percent. Operating income rose and accounted for a substantial portion of Ericsson's total operating income. Orders booked increased by 23 percent.

Weak trend in Asia

Net sales of *Infocom Systems* remained at same level as last year despite very weak development in certain Asian and Latin American markets. Previously reported delivery problems for AXE switching systems have essentially been remedied, but nonetheless affected sales for the business area during the second half of 1998. Orders booked declined by 14 percent, mainly attributable to markets in Latin America and Asia and the network construction business in Italy. Earnings for the business area are still unsatisfactory as a consequence of stagnant sales, costs for excess capacity in the Italian network construction company Cosir, capital losses and the restructuring program in the Public Networks business unit.

For *Mobile Phones and Terminals* the growth in sales slowed to 7 percent. Price pressure has continued and resulted in close to 30 percent price reduction in Ericsson's product portfolio on an annual basis. Customer interest in prepaid services caused a rise in demand for entry-level mobile phones. Price competition in this segment is particularly severe, which influenced sales during the year. This trend was particularly evident in Europe. The business area shows continued strong volume growth with an increase of 50 percent in the number of



Brazil is Ericsson's fourth largest market and contributed to sales increasing in Latin America by 20 percent during 1998. The Brazilian company became a wholly owned Ericsson subsidiary during the year.

Photo: Ulf Berglund

phones sold. Ericsson's market share was well defended. The operating margin, although substantially reduced from last year, contributed considerably to Ericsson's total operating margin.

Other Operations (including energy systems, components, cables and defense electronics) increased sales by 11 percent and reported a satisfactory profit. Orders booked declined 7 percent compared with 1997, mainly due to that year's large orders for airborne surveillance radar to Brazil and the Swedish military aircraft project Gripen.

Ericsson's long-term objective is to grow faster than the market. For 1999 we foresee sales growth at least in line with market growth.

The market for mobile systems continues to increase based on the strong subscriber growth. Ericsson's achievements in this market provide a very good basis for a continued substantial contribution from mobile systems to Ericsson's development in 1999.

Ericsson intends to strengthen its position as the leading supplier through important investments in development of the next generation system technologies. Further investments will also be made in new

mobile phones.

Ericsson will continue to invest in new IP and telecom/datacom technologies in order to meet growing market demand in these areas. The dynamics of these markets require close monitoring of the development of customer demand.

Fiscal 1999 is expected to be a year with limited expansion in the global economy. Markets in Asia and Latin America require attention due to the financial uncertainty. The effects of the January 1999 Brazilian currency devaluation are limited in the near-term.

Weaker earnings anticipated

Overall for Ericsson, the income for the first six months of 1999 is expected to be lower than for the first six months of 1998. This is due to the financial uncertainty in a number of markets, the cost of research and development of new technologies and products, the fact that the launch of new mobile phones will impact earnings mostly in the second half, and the initial costs for restructuring, which are not expected to be offset by positive effects until later in the year.

Ericsson is dealing with the millennium issue through a corporate millennium program. The program

includes contingency plans to ensure continuity of operations. The aim is to minimize possible disturbances for customers and in our own operations. The preparations, including system audits and tests and modifications of computer programs, vendor review programs and installation of additional back-up power equipment, are scheduled to be in place by mid-1999.

A pro forma statement of sales and earnings for 1998 is included with the report, reflecting the business segments in the new organization; Network Operators/Service Providers, Enterprise Solutions and Consumer Products. These statements are available on the Internet.

A breakdown of segment sales by major business units is also provided. Geographical distribution of sales is restructured to agree with our new market organization.

Sven-Christer Nilsson
S-C.Nilsson@lme.ericsson.se

Read the entire report on the Internet:

Ⓞ <http://inside.ericsson.se>

Ⓞ <http://www.ericsson.se/pressroom/>

FIGURES IN BRIEF

Net sales:

SEK 184,438 M., +10 percent

Income before tax:

SEK 18,210 M., +6 percent

Income per share:

SEK 6.66, +10 percent

Proposed dividend per share:

SEK 2.00, +14 percent

Exports from Sweden:

SEK 100,400 M., +19 percent

No. of employees:

103,667, +2.9 percent

SMALLEST 8TH-ORDER LOWPASS FILTERS FIT IN SO-8

Elliptic, Butterworth and Bessel with No External Parts

Maxim's MAX291/MAX295 (Butterworth), MAX292/MAX296 (Bessel), and MAX293/MAX294/MAX297 (Elliptic) 8th-order lowpass switched-capacitor filters now come in a space-saving 8-pin SO package. All three filter types have fixed responses; set the filter's corner frequency by simply choosing an appropriate clock rate.

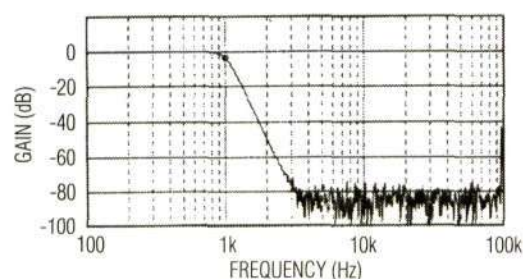
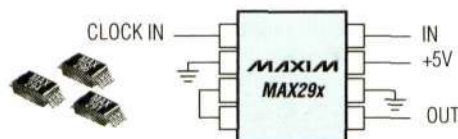
◆ 8-Pin SO and DIP Packages

◆ No External Components

◆ +5V or ±5V Supply Operation

◆ THD + Noise: -70dB Typical

◆ Cascadable for Higher Orders



The MAX291's 8th-order Butterworth response has 48dB per octave rolloff with no passband ripple.

PART	TYPE	CORNER FREQUENCY RANGE	CLOCK:CORNER	COMMENTS
MAX291	Butterworth	0.1Hz to 25kHz	100:1	No Passband Ripple
MAX292	Bessel	0.1Hz to 25kHz	100:1	Fastest Settling
MAX293	Elliptic	0.1Hz to 25kHz	100:1	133dB/Octave Rolloff
MAX294	Elliptic	0.1Hz to 25kHz	100:1	205dB/Octave Rolloff
MAX295	Butterworth	0.1Hz to 50kHz	50:1	No Passband Ripple
MAX296	Bessel	0.1Hz to 50kHz	50:1	Fastest Settling
MAX297	Elliptic	0.1Hz to 50kHz	50:1	133dB/Octave Rolloff



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Telia and Telenor merger announced

Two of Ericsson's largest customers are merging to form a new Nordic telecom giant.

Swedish Telia and Norwegian Telenor will become one of Europe's largest telephone companies.

For Ericsson, this merger will involve large changes within the respective market companies.

"We will unquestionably be forced to work in a different manner," says Steinar Tveit, manager of Ericsson in Norway. "Our operations must reflect the new work routines and organizational changes that Telia and Telenor will implement. We have already started to discuss with our customers how we can best meet their new requirements and expectations."

Close contact with colleagues

At Ericsson in Sweden, the large mobile systems organization will need to maintain closer relations with their colleagues in Norway, especially considering that their international operations will be located there. Other examples of organizational changes and closer cooperation between Ericsson in Sweden and Norway include Internet operations, which are extensive in both countries.

Since the Swedish state is the largest owner, the new company's expanded headquarters will be located in Stockholm.

To start with, Sweden will hold a 60 percent stake in the company while Norway will have 40 percent. The new company will be one of Sweden's largest. Cost savings from the merger are expected to amount to SEK 20 billion over the next



The merger between Norwegian Telenor and Swedish Telia will influence Ericsson's operations in the Scandinavian market.

Photo: Gunnar Ask

few years. Future plans call for the privatization of one third of the company. Working together, Telia and Telenor will challenge the telecom giants in Europe. It will still be a comparatively small company in comparison with its competitors, however.

Brings markets together

Deutsche Telekom has four times as many employees while France Telecom has three times the revenues. The merger between Telia and Telenor could be the first step in linking the Nordic markets together even more closely, according to analysts' speculation.

Jan Åke Kark, until recently the head

of Ericsson Microwave Systems, has been recruited as president of Telia. Under the new organization, Kark will become executive vice president. Telenor president, Tormod Hermansen, will be moving to Stockholm to assume the job of president.

The new company will officially begin operating in July. Until then, Steinar Tveit does not believe that any major changes will occur.

"We say the same thing as our customers: we'll keep on working as usual for the next six months."

Lena Widegren

lena.widegren@lme.ericsson.se



More Finns have mobile telephone subscriptions than fixed telephone lines.

Photo: Peter Nordahl

Finland has most wireless subscribers

The number of mobile telephone calls in Finland continues to increase. The country now has more mobile telephone subscribers than subscribers to fixed telephone lines. With a ratio of 56 mobile telephones for every 100 residents, Finland has more mobile telephone users than any other country.

The rate of increase for 1998 was 60,000 new subscriptions per month. According to the Finnish Ministry of Communications, there are now a total of 2.9 million mobile telephones in the country.

www.nokia.se

Lucent continues to buy up companies

Lucent recently purchased the American datacom company Ascend. The price was around USD 20 billion.

The acquisition of Ascend is the industry's largest so far, bigger than Nortel's purchase of Bay Networks last year. Large, purely datacom companies are becoming increasingly rare. Only Cisco,

3Com, Newbridge and GDC now remain. This is Lucent's eleventh datacom acquisition since 1996, the year that Lucent was spun off from AT&T.

www.lucent.com

www.ascend.com

Motorola on the road to success

New dual-band telephones will help Motorola towards further successes. After a few difficult years, Motorola is on the road to recovery, according to fourth-quarter earnings reports.

The world's third largest mobile phone manufacturer posted improved profits of SEK 1.6 billion during the fourth quarter of 1998.

Motorola's new dual-band GSM telephone is expected to give the company yet another boost. Known as the V series, the new phones have been well received in the U.S. The lightest model weighs just 79 grams, has a talk time of 200 minutes and a standby time of 115 hours. The telephones are already available in some parts of Europe.

According to Motorola, it was last year's cutbacks that were the cause of the unexpectedly positive results. And the company is expecting to save even more. Motorola is projecting savings of USD 1 billion during the first half of 1999.



Motorola's new dual-band V series telephone.

Lena Widegren

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COLUMN

Sirpa H. Ikola

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An Asian view of telephone services

Asia's corporate telecom users range from small companies with few employees to gigantic multinationals with workforces of over 100,000 people. One thing they have in common is that they all have to struggle with the same issues of telecom purchasing: price, reliability and competing solutions and technologies.

There is no such thing as a typical Asian telecom user. Some interesting similarities as well as differences can be found throughout the region. Many of the greatest divergences in telecom use come about as a result of regulatory choices, for example the mandating of CDMA in Korea, or the ban on the use of private data networks by companies in Vietnam.

A rapid adoption of enhanced services

Almost all Asian telecom users are dependent on their PSTN. That is hardly a surprise. What is surprising is their rapid adoption of enhanced services. According to a survey, almost 60 percent of Asian corporate users surveyed use dial-up Internet, half rent leased lines off carriers and around 40 percent make use of ISDN services.

Significant numbers still use old legacy technologies such as X.25 and telex, but modern technologies such as ATM and XDSL are also making inroads in Asia. On the wireless side, GSM is the most widely used technology by a clear margin. Other cellular technologies, such as AMPS and CDMA, are also quite popular. The AMPS product family is running a strong second in the Asian corporate market. The eager adoption of specialized radio technologies such as PHS, DECT and Motorola's iDEN has caused some surprise in the region.

There's more than PSTN

It might come as a surprise to learn that Vietnam scores very high in dial-up Internet and PBX use, or that Indonesia is the leader in HDSL use in Asia. Closer examination reveals several clear reasons. In Vietnam, the fixed network is still in a poor state and the country has not adopted any dedicated line technology, such as ISDN, XDSL or other high-bandwidth digital data networks. In Indonesia, usage of HDSL technologies is a way to bypass the PTT's uninspiring corporate offerings.

Dedicated technologies such as ISDN enjoy high rates of adoption across the region. Countries such as Australia, Taiwan, Singapore and Hong Kong score the highest. Frame Relay is used mostly in South Korea, Taiwan, Australia and Hong Kong. Virtual Private Networks are also popular in markets such as Australia, Hong Kong and South Korea. Old data technologies such as telex and X.25 still have their place. Financial hubs such as Singapore and Hong Kong show significant telex usage, due to the technology's endurance as the platform of choice for international banking settlements.

Something old, something new...

To sum up, it can be stated that Asian telecom users rely on a rich mix of legacy and cutting-edge technologies. They are actively investing in new technology, but are also keen to get value for money out of their existing investments.

A common thread for Asian telecom users is the concern about reliability, price and contemporary issues such as the millennium bug. They are in general dissatisfied with the pace of telecom industry deregulation.

They are extremely Internet- and intranet-aware, although they are not yet buying up multi-megabit pipes into the public network.

Indeed, Asia's telecom users are both cautious and clever. They are cautious about plunging straight into new, unproven technologies, but they are also a lot savvier about issues pertaining to Y2K and electronic modes of business (such as e-commerce) than many people would credit.

Despite its contradictions, Asia continues to be a growth region for telecoms. Ericsson has a strong foothold in the region and can expect further success provided due care is exercised. Asia is an endlessly fascinating market!

Sirpa H. Ikola works in Business Intelligence for Ericsson, with Asia as her specialty.

Here she reports how the region is adopting new technology and how the market is developing.

http://bic.ericsson.se

The success of Ericsson's electronic customer documentation, which is now available in a web version, is the result of a small core group's firm belief in the need to improve Ericsson's document handling.

Finnish innovation makes binders obsolete

Determined work efforts, countless discussions over lunch and coffee tables, strong motivation and comprehensive knowledge of the technology and subject matter led to the creation of a solution that was declared "Best Improvement within Ericsson 1998." The solution, Docware, will also gain greater importance when data and telecom networks converge and create greater numbers of network nodes.

"About two years ago, we sat around a table and talked for an entire day. Was it really possible to revolutionize the process of compiling AXE customer documentation and solve all inherent problems with one push of a button?" says Rune Granö. He is one of the four Ericsson employees in Finland who were awarded the Ericsson prize for best improvement in 1998.

The project was a success, as confirmed by its recognition as "Best Improvement within Ericsson in 1998." The solution is an electronic web version of customer documentation. Docware employs an automated method that guarantees fast, accurate and continuously updated information. The method and technique are now being used by Ericsson companies worldwide.

The prize, however, was not awarded solely on the strength of a good solution, but also for the approach that was employed to reach fruition. The project was conducted exclusively on in-house initiatives by a small company in Ericsson's very large organization.

Tired of binders

There's also a story about "electronic" of paper documentation that originated before 1996. It goes something like this:

Three test engineers at Ericsson in Finland had grown tired of endless shelf-meters of binders. In the beginning of the 1990s, they decided to find a solution to convert information on Ericsson products to a new form of electronic documentation.



Patrik Östman, Rune Granö, Kenneth Österberg and Ulf Vikström (left to right). Roundtable discussions led to the concept of a new solution for Ericsson documentation handling. Last autumn, the "gang of four" won "The Best Improvement within Ericsson 1998" award for their efforts.

Photo: Harri Kosonen

It all started with the MD110 business switch, its program documentation for Plex software and operating documentation. When the work was finished, it was time to tackle the huge AXE exchange. Difficulties were encountered in compressing using the same model. Eventually, however, success was achieved, and the results were manifest in the "PlexView" and "DocView" programs for PC environments. The software represented the first electronic version of Ericsson's internal documentation and customer documentation. They were quickly applied throughout all of Ericsson and

savings to date have surpassed SEK 1 billion.

"When web technology emerged a few years later, we saw visions of enormous potential," says Patrik Östman, who served as manager for the small group.

"Working with the first Mosaic web browser, we produced a prototype and designed Ericsson's internal tools. When Netscape introduced its web browser, the technology had matured and we realized it was time to raise the bar in terms of Ericsson's customer documentation."

In-house initiative

"The solution we have now presented, with the production process for AXE documentation (DWAXE) and the ALEX web browser tools, is the result of many years of hard work," explains Patrik Östman.

The entrepreneurial spirit of a small company that has struggled in the face of steady headwinds and continuously looked for financing and prospective customers has been a key factor behind the project's success. Three years ago, Ulf Vikström joined the three pioneers Patrik Östman, Rune Granö and Kenneth Österberg to complete the "Docware" core team. During the past year, the team was supplemented by three more members, and a separate team has been established for the PlexView program.

"The combination of Patrik as visionary, Kenneth as technical guru, Rune as our expert in the actual field of Docware and myself as the pragmatic has worked perfectly," Ulf Vikström says. "The combination of a small company supported by the muscle of a large company like Ericsson has also functioned extremely well."

Sensitive start

"There was a risk that our project with the web technique would never materialize into anything without the support of various business units," Patrik Östman continues.

Initial support was received from Public Networks, followed later by the GSM unit. The group was never actually assigned official responsibility for Docware development and, accordingly, has no budget to plan future development. Ideally, some profits from a successful project can be invested in development work that might produce results after a few years, perhaps.

"It was a delicate issue for us," Patrik Östman says. "It's important that we constantly stay on the cutting edge of technology to show some justification for our existence. I also have to make sure my staff has interesting job assignments, otherwise there's always the risk they might leave the unit. There is strong demand for skilled computer personnel within Ericsson in Finland, not to mention Nokia and several other companies."

A local company such as Ericsson in Finland may be considered the perfect venue for this type of development work. Due in part to tough competition in the Finnish market, the company focuses strongly on quality. It has been awarded the Finnish quality prize and may be likened to a miniature version of Ericsson. Almost everything that is Ericsson is represented in the Finnish company, and most of its more than 1,000 employees work with product development. Projects are concentrated on GSM, the Japanese mobile standard, broadband WCDMA, Internet access and more. And included among these units is a small product area that has now gained widespread recognition – "Infoware, Front-end solutions."

Just push the button

The project awarded "Best Improvement within Ericsson 1998" was called "Push the Button." The concept is based on pushing one button to access all customer documentation from the library of information entered into the database during the course of a product

development project. It all started when Public Networks placed the first order, based on the business unit's need for increased automation.

"We already had internal Ericsson tools and web browsers, but nobody was interested in customer applications until now," says Patrik Östman.

"We came to the conclusion that it was possible. We evaluated the first prototype with our Finnish customer, and the response was positive."

"The mobile business units for GSM, Japan and the U.S. then entered the picture and agreed to finance the project. Today, we have virtually all Ericsson business units as our customers, with the exception of datacom, which remains "uncultivated" by us."

People working in the Infoware product area are extremely busy these days. "Speed," Ericsson's new byword, is gospel. Work efforts are

"They listen to our needs"

"They've done a good job at Ericsson in Finland. They listen to our needs and make things happen. Their products have provided us with better delivery precision, lower costs and greater speed," says Torkel Arnelid.

He is responsible for document handling in the business unit for GSM, which has been a major sponsor for the ALEX web browser and DWAXE production process for the past year.

Torkel Arnelid and his staff have integrated DWAXE/ALEX in GSM's delivery chain, and persuaded various design units included in a development project to agree on certain fundamental requirements. The requirements include supplies of information that conform with specific release criteria and provide

control over the information's format, structure and storage site. There is now a single release and production process for every node in the GSM system, which has led to a very significant increase in quality. The present level of organization is unprecedented. A great deal of manual work and specially trained personnel has been required.

"It's essential that we meet our commitments – we simply can't afford to fail. Otherwise, we would never be able to survive as a small company in the big world," conclude the Ericsson prize winners from Finland.

Lars Cederquist
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<http://lmeq.lme.ericsson.se/eq/Bestimp98/default.htm>

<http://www.lmf.ericsson.se/Ericsson/TF/ALEX>

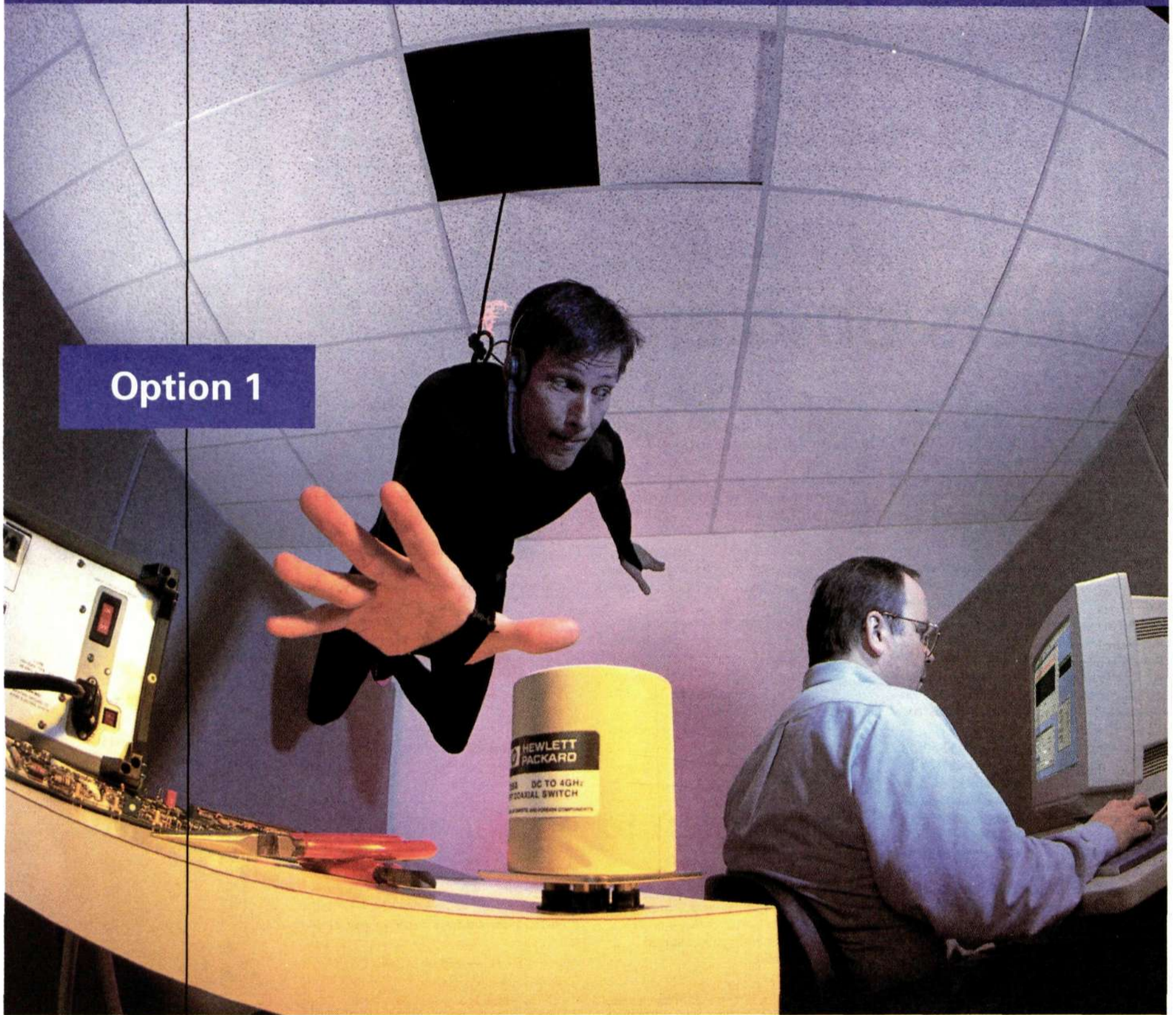
<http://www.lmf.ericsson.se/Ericsson/TF/DWAXE>

"Bear in mind that we inherited the original, extremely well-structured AXE product, a virtually perfect concept that made invaluable contributions to Ericsson's success. However, new nodes, new technologies and new customer demands require new work methods. DWAXE/ALEX has given us the tools we need," says Torkel Arnelid.

Lars Cederquist

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For several years, the giants of the telecommunications world have eyed Brazil as Latin America's most promising market for the sale of everything from cell towers to base-station equipment to the handsets themselves. Now, these same companies are choosing to manufacture their equipment in Brazil.

Tariff barrier overcome

While Ericsson and its rivals – including Nokia, Motorola, Qualcomm and Lucent Technologies – certainly differ in their technology and marketing strategies, all of them are being lured to Brazil, and specifically to São Paulo state, by irresistible tax incentives and a desire to be close to their customers.

Thus, in March 1997, Ericsson Telecomunicações S.A. inaugurated a \$15 million facility within its larger manufacturing complex for the express purpose of assembling handsets, RBS-884 radio base stations and other cellular equipment.

The sprawling, 67,000-square-meter plant, which employs over 2,000 people, is located two hours northeast of downtown São Paulo, in the small city of São José dos Campos. To get there one takes the Via Dutra Highway towards Rio de Janeiro, crossing the Tropic of Capricorn along the way.

At the factory, production manager Iolando José de Castilho Jr. supervises 71 Ericsson employees in the assembly of base stations (RBS-884) for the regional market. Wooden crates containing electronic components and raw materials are stacked neatly to one side, while Portuguese-speaking men and women sit quietly at their impeccably clean stations, testing equipment and painstakingly soldering printed circuit boards together. Years ago, the area in which they work was used to produce mechanical parts for Ericsson switches.

"Before this, we also made PC boards, but we sold that operation to Solectron to focus on our core business, which is communications systems," Iolando José de Castilho explains. "Solectron is now building its own plant down the road."

Exports to begin soon

Every month, Castilho's employees produce 6,000 digital radio channels for the Brazilian market. The radios, manufactured in 20-watt and 30-watt varieties, are valued at \$1,000 each. For now, sales are limited to the Brazilian market, but next year – when production jumps to 8,000 radios per month – Ericsson will begin exporting RBS-884s to nearby Argentina and Chile. In December, the plant already began making transmission equipment which had previously been imported from Sweden.

An even more ambitious program has been the manufacture of handsets themselves. José Ricardo Franchito, operations manager at the Ericsson plant, says 370 employees, working in a 10,000-square-meter area of the complex, are devoted exclusively to cellular telephone assembly.

In 1997, the plant manufactured 230,000 units, but in 1998 the total figure reached 1.2 million. According to Ericsson statistics, 53 percent of all cellular phone production is destined for the Brazilian market, with the rest going to Chile, Argentina, Colombia, the United States and other markets. Companies that offer cellular service buy two-thirds of the factory's telephone production, with retailers and

wholesalers purchasing most of the remainder. By assembling locally rather than overseas, Ericsson not only gets closer to its Brazilian clients, but also circumvents prohibitively high import taxes.

"You have to invest money in research and development to get the tax incentives," says José Ricardo Franchito. "Half of our employees are under 25, all of them have completed high school, and 21 percent of them have university degrees."

No alternative to production

On October 1, 1996, the Brazilian government dramatically increased tariffs on cellular phones assembled outside the Mercosur customs zone, which in addition to Brazil includes Argentina, Paraguay and Uruguay. Large-scale manufacturers like Ericsson realized they had no choice but to locate their plants in Brazil if they wanted to remain price-competitive.

"The two main factors which would entice cellular companies to manufacture in Brazil are tariff benefits and the sheer size of the Brazilian market," says Ed Czarnecki, a consultant at BIA International Inc. in Virginia, U.S.A.

Björn Lundgren, a vice president at Ericsson Telecomunicações, says that Ericsson can sell its locally manufactured phones for up to 30 percent less than the ones it's been importing from the United States. Until recently, say Ericsson officials, all phones sold in Latin America were shipped from an Ericsson plant in Lynchburg, U.S.A. So the choice wasn't a question of whether to manufacture in a Mercosur country, but which one. Brazil was the obvious choice, given not only its enormous population (160 million) but also the fact that with the recent privatization of the state-owned phone monopoly Telebrás, the number of cellular customers is expected to skyrocket.

Increasingly popular

At the moment, cellular penetration throughout the country is 4.5 percent, but in the São Paulo metropolitan area – home to 18 million people – the figure is almost 9 percent, a number likely to climb significantly in the near future. Meanwhile, Ericsson has won contracts to supply other operators in various regions of Brazil.

As of December 1998, Brazil boasted 6.1 million A-band subscribers, as opposed to 1.2 million B-band subscribers. By December 1999, that will increase to 9.6 million A-band and 3.8 million B-band subscribers. This means that A-band will grow 59 percent and B-band by 211 percent, for an average of 85 percent growth over the next twelve months.

Concerning technology, 79 percent of Brazilian cellular subscribers today use analog phones, as opposed to 21 percent who use digital phones. Within a year, however, analog will be 52 percent of the market and digital 48 percent, meaning analog growth of 20 percent, and a digital growth of an astounding 329 percent.

At the same time, prices have come down and pent-up demand has virtually disap-



Silvana Pimantel tests circuit boards at the Brazil factory.

Photo: Larry Luxner

peared, forcing operators to come up with new ways to attract clients.

"Two years ago, you'd pay Telesp Celular \$1,000, not including the handset, if a line were available," said Jason Dyett, a São Paulo-based telecom analyst with Pyramid Research, a division of the Economist Intelligence Unit. "Now, you pay the market price, which is around \$300 (including taxes) for a line, and \$250-300 for a handset. With the licensing of the B-band operator in São Paulo, competition has been introduced. There's no more wait for a cellular phone. For the operators, that means they have to make it easier to get customers to sign up, either by reducing the price of the handset or reducing the initial payment to start up service."

Jason Dyett believes that ten new B-band operators building their networks from scratch is a tremendous reason for having local production capacity.

Håkan BCM Wretsell is vice president of Latin American sales and marketing for Ericsson Mobile Phones in Miami, U.S.A. He joined Ericsson in 1987, a year when the company sold 35,000 cellphones worldwide. Now Ericsson sells that many in a week in Latin America alone.

Strong competition

"Ericsson is a very weak brand in the mind of the end-user. When we started, Motorola and Nokia had significantly higher name recognition in Latin America than we did," said Wretsell. "The reason we chose Brazil was that Ericsson has a long and strong industrial tradition there and Brazil is competent in the area of manufacturing highly advanced telecom equipment. The quicker the market grows, the more jobs we'll add."

Larry Luxner

Effects of currency concerns limited

► The recent devaluation of the Brazilian currency will have a only limited impact on Ericsson's operations. The largest portion of costs are paid in the domestic currency and are therefore unaffected.

Sales contracts normally contain a currency clause as a safeguard against currency fluctuations.

Although the short-term effects are limit-

ed, Brazil could get low or negative growth in the immediate future, which will affect demand for consumer products, including Ericsson's.

Technically, this was not a devaluation, the currency merely being allowed to float freely, having previously had a fixed rate of exchange. In practice, however, the result has been a devaluation of around 30 percent.

Environmental enemies banned

Ericsson has started placing stricter environmental requirements on its suppliers and has, among other things, put together lists of substances which are and are not allowed to be used in the company's products.

The lists, which can be found on the Internet, put pressure on suppliers and manufacturers to gradually convert to environmentally adapted production.

Cadmium and non-polymer bromide flame inhibitor are examples of substances which are on the banned list. These substances should not occur in Ericsson's products at all. Other substances such as antimony and beryllium are on the restricted list, that is, they should eventually be phased out of products.

"By issuing these lists, we aim to create environmentally friendly products. This is where we are putting pressure on our subcontractors and our own manufacturers to follow future laws," says Ulf Holm at Ericsson's main office. "We are profiling our company as one which cares for the environment, which is completely in keeping with what the market demands."

"The lists are a compromise between existing laws and what the electronics industry recommends," says Jörgen Svenson, a materials expert at the European Mobile Standards business unit and one of the people who helped compile

the lists. "The question is whether the banned substances have really been eliminated, since up until now we have not had 100 percent control over whether there were any banned materials in the various encapsulation materials, for example."

Otherwise, the greatest amount of effort is being put into finding replacements for halogens, lead and beryllium oxide. But there are no easy solutions when it comes to new substances.

"It can take years to test whether a new chemical substance is safe to use. That is why it is important to get to work now to change manufacturing processes and to adapt all other components that are affected."

The lists are part of an Ericsson publication called "Supplier Environmental Requirements." It is available either as a printed brochure or electronically on the Internet. An important part of this process is that subcontractors are required to report on how environmentally adapted they are. They should disclose whether they have implemented environmental management systems in their own op-



Ericsson is now putting pressure on suppliers concerning banned substances.

Illustration: Kerold Klang

erations, if they have an environmental policy, if they take the environment into account when they select materials, if they declare the materials used in their products and so forth. These items are then compiled and ranked according to a point system. Ideally, this self-evaluation should be done in the form of an electronic file.

Suppliers now, and in the future, will be able to enter Ericsson's external web site and see what Ericsson requires of them.

Ericsson's buyers can use the internal web site to see which suppliers have already submitted information. This is a way to avoid having dozens of Ericsson representatives asking the same thing of the suppliers.

Lars Cederquist

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<http://www.lme.ericsson.se/lmedtg/Environm.htm>

Ericsson's International DocWare Conference 1999

In Stockholm, Sweden

May 31st - June 3rd

The conference will be held in Stockholm's beautiful archipelago, Djurönäset. For more details and information about the conference, please go to our webpage:

http://cpi-gsm2.ericsson.se/docware/DocWare_websida.htm

Best regards

The DocWare Committee

First environmentally approved office

Ericsson Telecom Sweden is the first non-manufacturing unit at Ericsson to implement a certified environmental management system.

Up until now, only manufacturing units within the company have implemented environmental management systems and, in some cases, received environmental certification. According to Ericsson's environmental goals, however, all units which have operations that can affect the environment should, in principle, implement environmental management systems.

"The main reason we began our environmental work was that our customer, Telia, is very environmentally conscious and, when making tenders, ask whether we have an environmental management system," says Hans Forssell, head of quality and environmental control at Ericsson Telecom Sverige.

The company has focused on basic issues which can be improved and measured. Examples are paper usage, business travel by car and electrical consumption. The goal is to reduce consumption by ten percent next year.

Many of the measures are easy to implement. One example is to make fewer copies and, when copying is necessary, make double-sided copies.

In order to simplify things, copy machines have two-sided copying as their default settings.

Measurements are made based on the amount of paper purchased and divided up quarterly per employee.

Business travel should be reduced through ride-sharing and greater use of video and teleconferencing. Electrical savings can be had by turning out lights, shutting down computers, using low-energy lamps, high frequency lighting, sensors to detect if anyone is in the room, and so forth.

There are also long-term goals. One, for example, is to only buy from suppliers who are certified or have an environmental program.

"We have received full support from management and have met with positive reactions from everyone," says Hans Forssell. "We have also conducted internal campaigns and environmental education programs for a large number of employees."

As part of Ericsson's reorganization, ETS will become part of Ericsson Sverige AB from the beginning of this year.

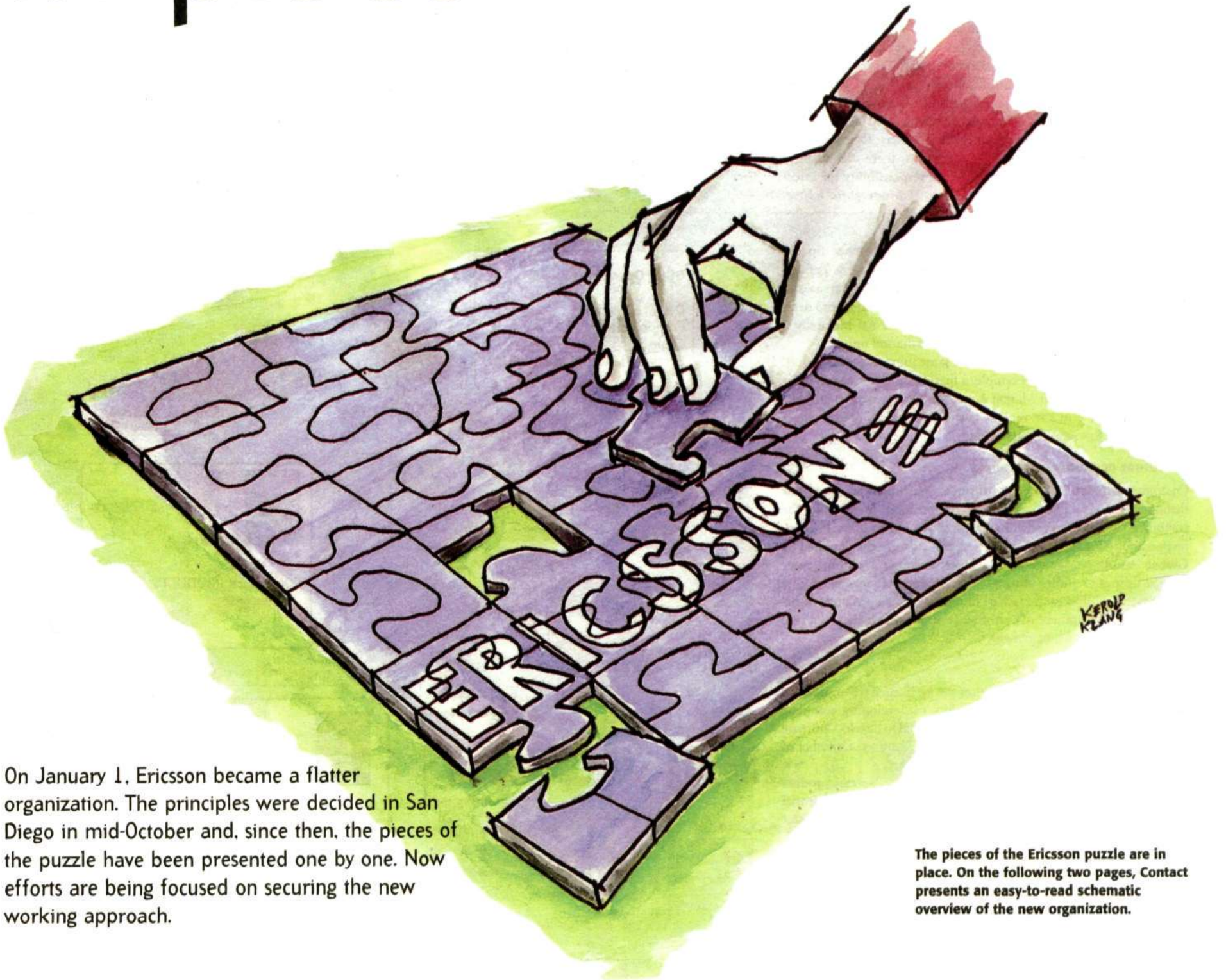
"We have built a foundation that we will take with us into the new company."

Lars Cederquist

<http://ets.etx.ericsson.se/units/quality/environment.htm>

We have built a foundation that we will take with us into the new company

All the pieces are in place



On January 1, Ericsson became a flatter organization. The principles were decided in San Diego in mid-October and, since then, the pieces of the puzzle have been presented one by one. Now efforts are being focused on securing the new working approach.

The pieces of the Ericsson puzzle are in place. On the following two pages, Contact presents an easy-to-read schematic overview of the new organization.

The new organizational structure is now in place for all important operations, although some activities have not yet been entirely defined. Management teams have been established and only in exceptional cases have managers not yet been appointed," explains Bertil Bogren, who is responsible for the new organization's Implementation Team.



Bertil Bogren

A comprehensive reorganization

The reorganization is the most comprehensive ever carried out at Ericsson at one time. It is everyday practice, however, for all large players in the telecom industry to continuously adapt their organizations to accommodate market, product or technological changes.

"Ericsson's new structure is not something that will remain unchanged once completed. I

believe, however, that the organization's foundation – with a division into market regions and business segments – is something that will last for a long time," says Bertil Bogren, who himself has 35 years experience at Ericsson.

"The most serious risk with a reorganization such as this is that it becomes too introverted. We must always focus on the customer, the markets, product development and product launches."

Although Ericsson's new organization has been in operation since the beginning of the year, a lot of work remains on soft issues. This primarily involves changing work procedures and attitudes, in order to make the new Ericsson better than the old Ericsson. The key terms are entrepreneurial spirit and customer focus.

"The new organization involves a considerable decentralization of responsibility, placing it in the hands of the operational businesses. The business and product units are responsible for ensuring that our product range is the best possible. This is a huge difference compared

with the previous organization," says Bertil Bogren.

Another major difference is that within the new structure, more product units work with several business units. This creates synergy effects, releases resources and makes Ericsson's range more competitive.

"At the same time, work is now under way to secure the Company's rolling financial planning, based on quarterly forecasts. This new management process is an important component of the new, flatter organization, which is now bringing the product sector closer to the market sector."

New work methods

Every business unit, as part of the new working procedures, will have to agree a certain number of points with the market units. These include, for example, sales, profitability and timing of product launches.

The forecasts are to be followed up using a performance evaluation model.

This new method of measuring the work of

the various units uses a number of Key Performance Indicators, which are to be reported every quarter.

Changed work methods

"A significant amount of work also remains concerning recruitment and development skills. This is a part of the restructuring phase that the reorganization process has now entered," explains Bertil Bogren. "A difficult factor in the process of change is our order flow. Products are increasingly being finished in plant units and this is affecting the rest of the distribution chain."

"The administrative level will also experience changes. Such functions as finance, personnel and general service must be able to serve more units regardless of which company the operations are part of. This work will begin in the Stockholm area."

Nils Sundström

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The pieces are finally in place and employees are hard at work. Contact tries to explain the biggest changes within Ericsson's new organization, as well as how the various parts fit together.

Who does what?

The new Ericsson consists of two main parts – the product sector and the market sector. This division is aimed at clarifying product responsibility and increasing the customer focus.

Overviews of the new organization can be shown in different ways. Contact's presentation emphasizes Ericsson's product areas. Ericsson's three business segments are divided up according to different customer categories: Consumer Products, Operators and Enterprise Solutions. Within these categories, there are business units and product units which have overall responsibility for Ericsson's selection of products and services.

Company focus explained

Ericsson's management consists of 14 people who make up the Corporate Executive Team. All members have clearly defined responsibilities within their business segments, market areas and corporate functions. Responsibility for the daily operation and decision-making is found lower down the organizational hierarchy – among the business units, product units and market units.

In many cases, a local company is the same thing as a market unit. Ericsson in Portugal is, for example, a market unit. All market units belong to one of the four Market Areas. Since every market area has a corporate office in the region, customers are afforded a direct connection to Ericsson's management.

Customer accounts or retailers

Customer contact is handled through "customer accounts" or through retailers. These contacts are intended to provide the customer with an overview of what Ericsson has to offer. Primary responsibility for the company's 15 largest customers is handled by Global Account Management. Larger customers within every market unit are handled through Key Account Management. The same system applies to the task of finding new business opportunities and the development of customer relations which are taken care of by New Account Management.

Complete product line

Product units in the new organization can be likened to "companies within the company." The responsibility of developing complete product offerings means that product units need to develop, nurture and maintain systems, products and services. There are a number of different design offices to assist them in this regard.

Within the largest business segment, Operators, several product units serve the needs of various business units. This is an essential compromise, brought about by the amalgamation of the computer and telecommunications fields, combined with demands for mobility.

Devise guidelines and strategies

Both the product and the market sides in the new Ericsson organization receive support from Corporate Functions. One responsibility of these functions is to draw up guidelines and strategies. Shared technological developments are controlled by the Technology corporate function. Operational responsibility of the factories and their manufacturing processes is overseen by the Operator and Consumer Products business segments.

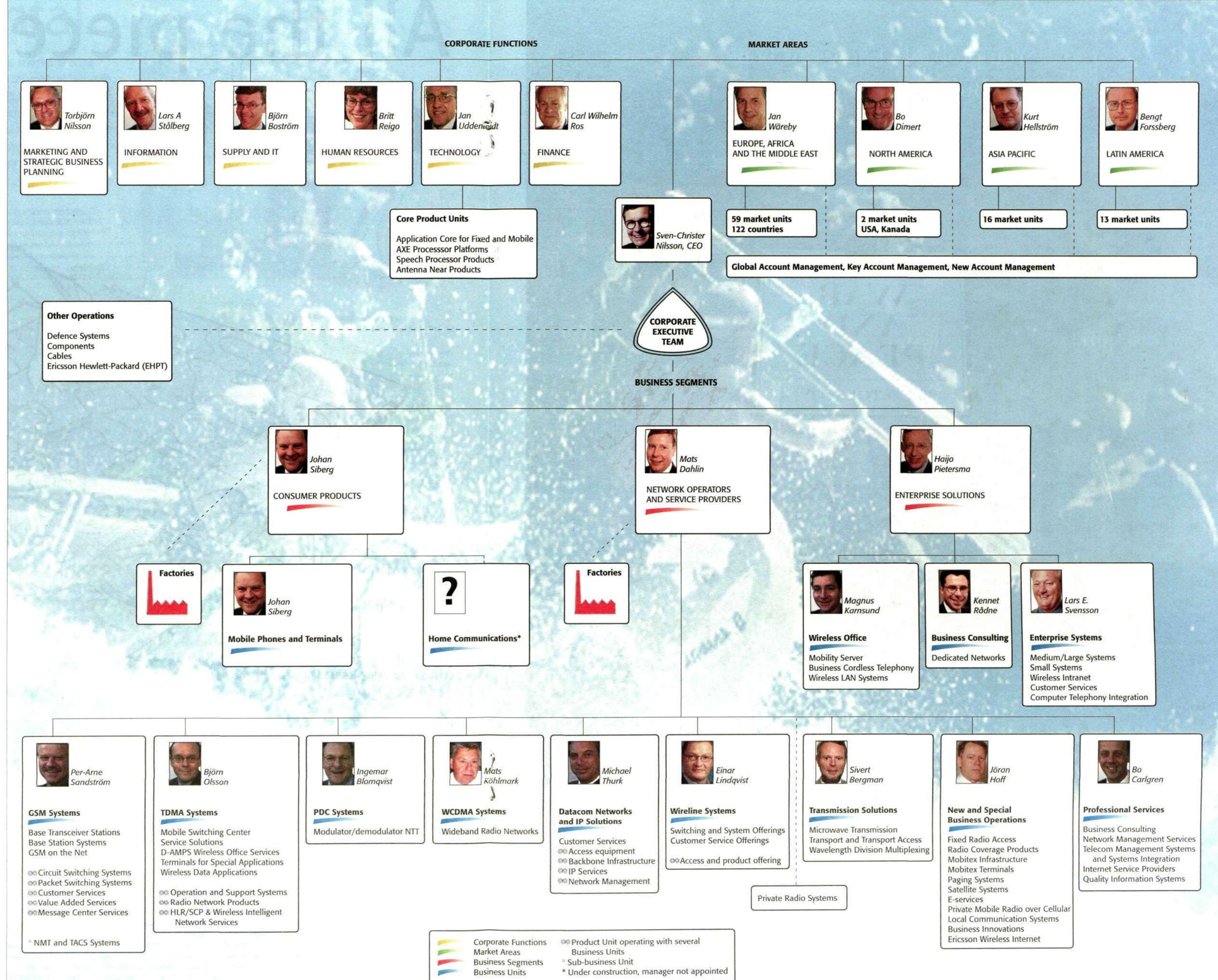
A number of other operations, such as Component Manufacturing, Cables and Defense Electronics lie outside existing business segments and report directly to the Corporate Executive Team.

Nils Sundström
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BUSINESS SEGMENT INVOICING FOR 1998

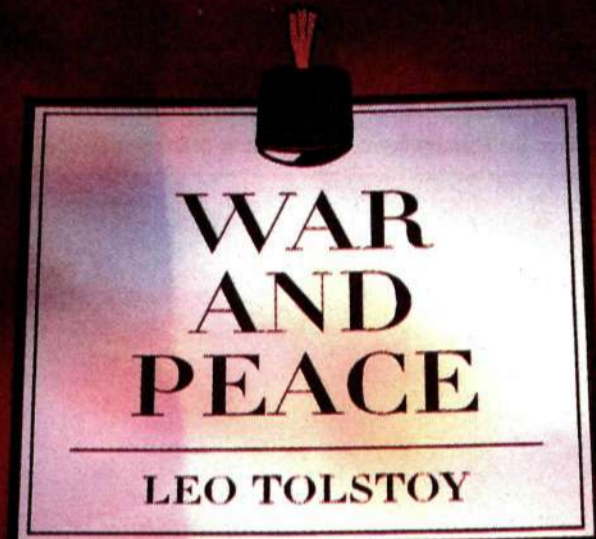
Business segment	Number of employees	Net sales 1998 based on the new organization
Operators	68,000	SEK 123.2 billion
Consumer Products	14,000	SEK 45.2 billion
Enterprise Solutions	11,500	SEK 16.1 billion

AN ORGANIZATION ADAPTED TO THE NEW TELECOMS WORLD



■ Corporate Functions
■ Market Areas
■ Business Segments
■ Business Units
 Product Unit operating with several Business Units
 Sub-business Unit
 Under construction, manager not appointed

You probably know this book.
But who translated it?



Time to give translators
a bit more fame.

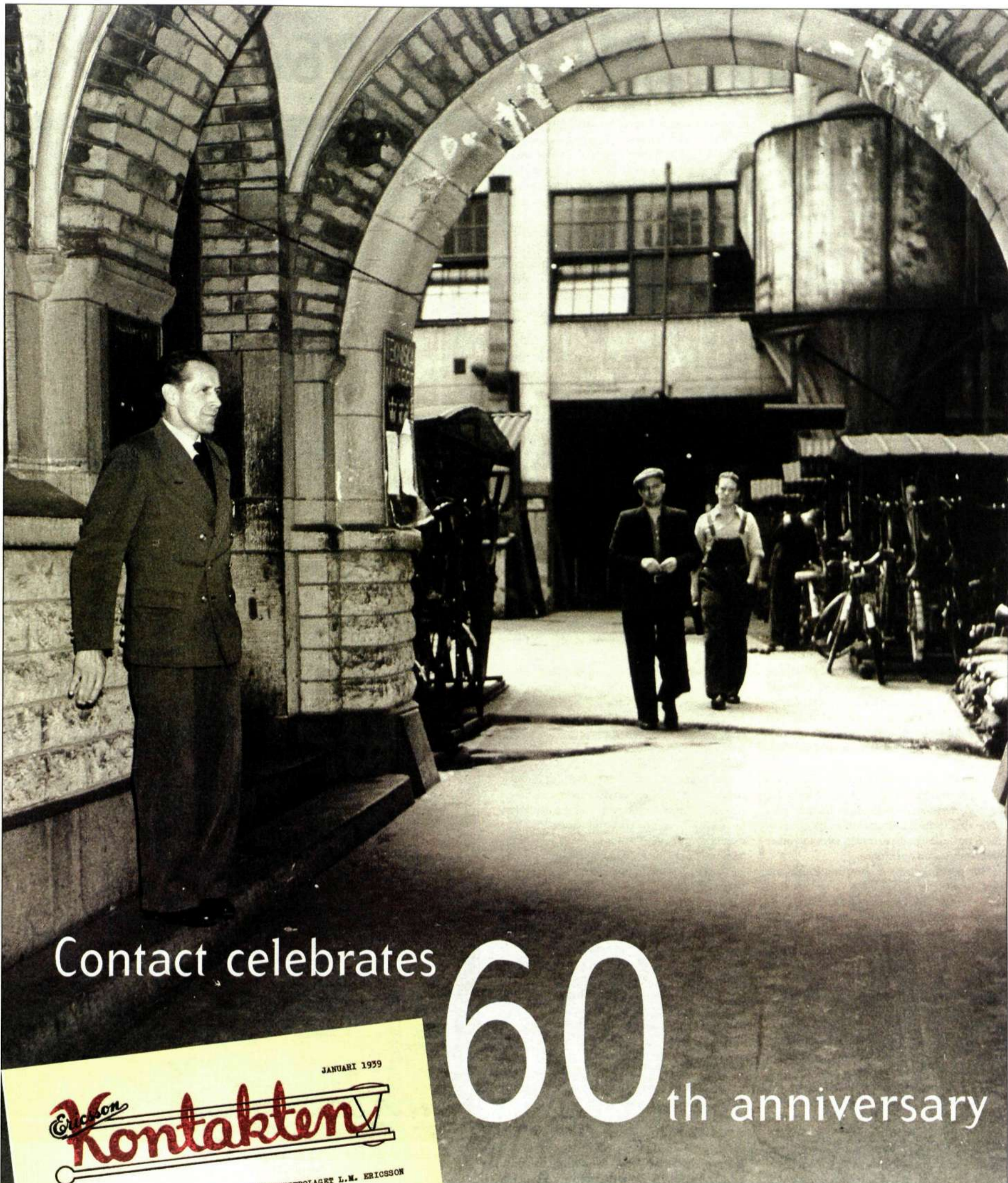
We believe our **PROTOCOL CONVERTER (PCV)** is an excellent translator that deserves to be better known. Above all, we believe our customers deserve to know more about the PCV.

The PCV converts between the SS7 and datacom/telecom protocols. That gives several important benefits for customers. For example, if a customer adds a new part, or needs to access resources outside the telecom environment, with a different language or protocol into a system, then the PCV will handle the

conversion, both on the physical as well as the applicative level. Switching to another protocol protects the net.

Ericsson Infotech provides swift deliveries of customer-adapted PCV solutions. The PCV requires minimum support. It winds up itself, then you just start it and forget about it.

They say that fame is hard to handle, but we don't think that will be a problem for the PCV. Perhaps you would like to know more about our very clever translator.



Contact celebrates

60th anniversary



The first edition of Contact was published in January 1939. The magazine's content and form have been changed since then. The picture above shows one of the entrances to the factory courtyard on Tulegatan, where gatekeeper Ek kept a watchful eye on passersby.

"When a company grows, unfortunately, it becomes more difficult for its employees to maintain contacts with the real world outside their individual spheres of business, and those contacts would better serve the best interests of individual employees and the company. As a result, the need for a personnel newsletter arises."

The passage above was the lead paragraph under a headline entitled Announcement in the first edition of Contact, published in January 1939. Contact is one of Sweden's oldest personnel magazines, with uninterrupted publication under the same title for the past 60 years.

A successful newsletter-experiment

The first edition of Contact was an experiment that arose from discussions between advertising manager Sven A. Hansson and Nils A. Sterner, Ericsson's then president and publisher of the newsletter.

"The name Contact will serve as an adequate manifesto," Nils A. Sterner declared.

But what was the significance of the first Contact logotype and the design of its masthead?

"The two solid lines above and below the Contact name symbolized two contact springs. The actual contact is seen at the far right, where the logo is closed and provides contact. In an earlier version, the logo was open and came under criticism since it must be closed to provide contact," explained Gösta Thames, an 83-year old Ericsson veteran, when we met to review a few articles from the first edition of Contact.



Gösta Thames

Factory in downtown Stockholm

Gösta Thames started working for Ericsson in 1938, when the company's office building and factory were situated on Tulegatan, in the heart of Stockholm.

Of course, there were subsidiaries such as Sieverts Kabelverk in Sundbyberg and a few others, but a large part of the business was concentrated on Tulegatan and in various countries where Ericsson had established strong markets, with special emphasis on Italy and countries in South America. The operations on Tulegatan had started to outgrow their surroundings, however, and construction of a new factory had been started at Midsommarkransen.

Gösta Thames recalls the days when, as a young engineer and new employee of Ericsson, he underwent a comprehensive training program that included six-month assignments in the factory, design department, sales and other areas of Ericsson operations.

"We got to know the company inside and out," he says.

He remembers very clearly the discussions that led to the birth of Contact and its initial status as a newsletter intended solely for office employees of Telefonaktiebolaget LM Ericsson.

An international magazine

Contact is a large international magazine today, with a total circulation of about 95,000, including the English-language edition distributed to more than 35,000 readers worldwide. The objective is to distribute the magazine to every Ericsson employee.

The modern-day version of Contact is perhaps not a true personnel magazine, but rather a company publication that presents a broad range of information to employees. Spontaneous contributions by employees are relatively uncommon in today's Contact. Conditions were different in the family atmosphere that pervaded when the first edition of the newsletter rolled off the press in January 1939. What were the major issues 60 years ago? Under a headline that

declared "A record year," an article by Arvid Westling read as follows:

"1938 was an unusually good year for our company. When it started, we had just completed two years of such strongly rising order bookings that production had fallen far behind."

Does anybody out there recognize a familiar tune?

"Production had fallen behind." An insoluble problem, it seems, although the company has now made considerable progress using modern methods and more rational processes.

Telemonopoly

"It is a tribute to our technical and commercial prowess that our relative results compared with the competition are also good. In competition over new city automation projects in the free export market, for example, where the battle between telephone companies is most intensive, we have captured more than two-thirds of total order bookings."

In those days, telecom markets in virtually every country in the world were strictly regulated. It was essential for LM Ericsson to gain favor with the only true major customer in each country, in most cases the national telecommunications authority. Even telephones installed in private homes were the property of telecom authorities.

"In the long-term perspective, we should be wary in projections of our future business development," wrote Arvid Westling, and continued:

"Although long-term demand for telephone materials seems to be favorable, telephone services are not one of man's primary needs. Nevertheless, prospects for the economic recovery so important to our operations are now considered more promising than in previous years."

Few people today would subscribe to the concept that telephone services are not included among "man's primary needs," particularly in view of the incredibly rapid and continued dynamic expansion we have experienced in the telecom sector.

Arvid Westling's closing words might still invoke some reflections as we participate in the rapid transformation and process of change taking place in Ericsson today.

"There is some cause for pessimism, however, over external competitive conditions, since it would appear that political factors will continue to dominate the market; from this perspective, unfortunately, Swedish industry has a weak position. Nevertheless, our results are not only dependent on demand and competition; there is also a third factor, and we are that factor."

Sweden's largest radio store

As I continued to leaf through the first edition of Contact, I came across an article that seems almost impossible under modern-day conditions. It was about LM Ericsson's exhibition at Södra Kungstornet. In those days, a sales company called LM Ericsson Försäljningsaktiebolag (FÖB) focused exclusively on the private market.

"1938 was a record year for our exhibition at Kungstornet. For the past few years, the exhibition has been the largest radio store in Sweden, with sales in



Ericsson's most common telephone in 1939 was made of bakelite and featured a chrome dial. The old model is a rarity widely sought in antique shops today.



An interior view of the staff office at Tulegatan.

excess of SEK 250,000. Last year, sales rose nearly 20 percent, mainly because of the fantastic success of the season's radio models."

But what products were sold in Sweden's largest radio store?

The answer is: radios from Radiola. The machines were manufactured by Svenska Radiobolaget, a company in which Ericsson held a majority ownership interest. In its time, the exhibition at Kungsgatan 33 was legendary, with its famous sales office called "The Pit," an area where customers came to shop. But radios were not the only products sold in the private market.

Fire alarms were also a very popular product, and Ericsson was the Swedish market's dominant supplier. Ericsson was also the market leader in automated time-clock systems

based on central timer installations, with special emphasis on time recording machines.

Calendars indicated executive ranking

With a note of irony, the company's supply department introduced a new executive ranking system using calendars as the primary indicator:

- Desk calendar, this year's model, leather: directors, office managers.
- Desk calendar, this year's model, simpler design: department managers, assistant office managers.
- Desk calendar, last year's model: section managers.
- Desk calendar, 1950 model: planning personnel.
- Three sheets of new carbon paper: group managers.

Two sheets of used carbon paper: anybody. The aura of familiarity that prevailed in 1939 is confirmed by the following statement:

"One thing that really upsets even the most mild-tempered individual is a habit that seems to be gaining more widespread acceptance; it is the practice of sending papers or newspapers without the sender's name or signature. It seems particularly popular to send a pile of cleaning leftovers, consisting primarily of three catalogues from Siemens dating back to 1888, a shredded Ericsson Review from 1926 and a laundry list containing random notes."

Articles about sports are seldom printed in Contact today. Things were a lot different in 1939, when about one-fifth of the newsletter was devoted to "Sports 1938," an article written by Nils Hagman.

LM Ericsson's Sports Club had a very active year highlighted by several victories. Handball, tennis, bandy, soccer and especially track and field were included in the program.

Cable factory victorious

"Track and field events attracted the largest interest in competition between different groups of companies, with 45 men and 20 women in each event. Athletes from Ericsson's cable factory were particularly fleet of foot, emerging as the season's overall winning team in the points competition."

Growing interest in shooting was also noted. In competition with teams from 57 other companies, the 157-member team from LME was victorious in Svenska Dagbladet's corporation contest.



The new main factory (HF) at Midsommarkransen begins to take shape. The picture above shows progress at the construction site on January 19, 1939.



Ericsson's rifle club won Svenska Dagbladet's corporate shooting contest.



The boss - always a topical subject of humor.

In view of today's ongoing debate over future pensions, it is interesting to read an article published in Contact shortly after the Annual General Meeting in June 1938, when shareholders voted to establish a pension fund called Telefonaktiebolaget LM Ericsson's Pension Fund. An initial allocation of SEK 1 M was deposited in the fund.

"Supported by legislation enacted on June 18, 1937, the pension fund has been established to secure the pensions of older office workers who, because of their advanced age, are not covered under SPP pension insurance or not entitled to full SPP pension benefits."

I believe the lead paragraph in a Contact article published in February 1939 provides an excellent perspective on the industry in which we all work:

"Those of us who are employed within the company's main area of business activity, telephony, have the advantage of working in an area of technology that, despite its 60-year history, is in the midst of continuous development. Telephone technology is constantly seeking new avenues. Every day is characterized by something new that stimulates continued progress, in parallel with increasing demands on our development work and employees."

With those words by Hugo Blomberg, which ring as true today as they did then, I shall conclude this historical review of Contact 60 years ago. However, I intend to conduct additional reviews on this subject.

When the first edition of Contact was published in 1939, Telefonaktiebolaget LM Ericsson – even by contemporary standards – was one of the largest Swedish companies listed on the stock exchange, although, unlike today, not the highest valued company.

Ericsson in the year 1939

Ericsson's total market value was approximately SEK 35 M (about SEK 805 M in today's monetary values), while ASEA was valued at slightly more than SEK 100 M. Grängesberg was the market's most actively traded stock. When the first edition of Contact was published, Ericsson annual sales totaled nearly SEK 137 M. The telephone factory in Stockholm accounted for SEK 35.6 M, with SEK 6.7 M attributable to sales by Kabelverket in Älvsjö and SEK 94.7 M by other Ericsson production companies. The parent company (excl. Kabelverket) had 4,348 employees, of whom 3,263 were factory workers.

The balance sheets of some Ericsson companies were presented separately, including Sieverts Kabelverk in Sundbyberg. Ericsson Telephones Limited in London, Elektrisk Bureau in Oslo, Corporación Sudamericana de Teléfonos y Telégrafos in Buenos Aires and SETEMER in Italy. More than 322,000 telephones were connected in operating companies, with particular emphasis in Poland, Italy, Mexico and Argentina, with Poland accounting for the lion's share with 134,577.

Sweden had 652,615 telephone subscriptions. Stockholm topped the list with 325 telephones per 1,000 residents, while Haparanda in northern Sweden had 43 subscriptions per 1,000 residents. The number of subscribers was increasing rapidly. The capital city of Stockholm had a population of 600,000, and a few gas lamps still lit the city streets.

Construction at Midsommarkransen was proceeding according to plan. At the beginning of 1939, SEK 3.2 M had been invested in the new factory, and new machinery had been acquired at a total cost of SEK 600,000.

In Poland, a new production plant in Radom had just been opened. And activities at Ericsson Telephones Limited in Great Britain had developed extremely well during the preceding year. The total surplus from Ericsson's operations amounted to SEK 14,520,000. After write-offs, depreciation and various claims, the company's net profit was SEK 4,423,093, of which SEK 3,024,039 was distributed as dividends to shareholders.

Thord Andersson

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Toner mäktiga som
skogens brus,
klara som bäckens
lätta porlande

med "tonátor"
den nya högtalaren

Radiola

RADIOLA

SVENSK
TILLVERKNING



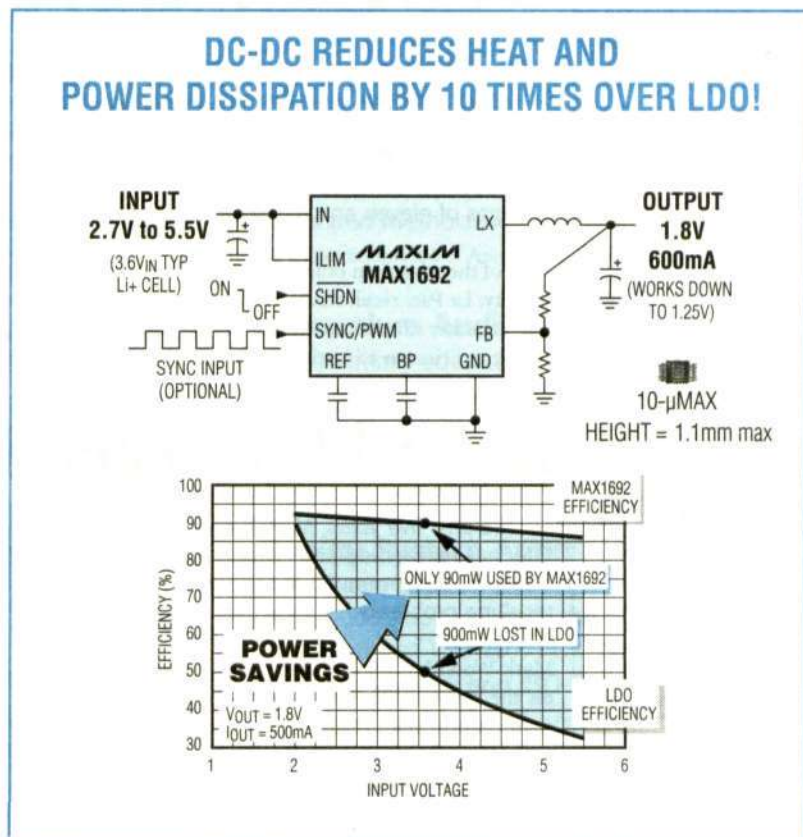
The large picture shows a typical Radiola sales-promotion poster from the late 1930s. Radiola products were manufactured by Svenska Radiobolaget, a company in which Ericsson was the majority shareholder. The exhibition at Kungsgatan 33 was legendary during its peak years, highlighted by "The Pit," the exhibition center's well-known customer reception area. Ericsson's sales outlet at Södra Kungstornet was Sweden's largest radio store in 1938. The inside of the radio store is shown in the picture to the right.

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(vs. 500mV for Typical LDO at 500mA)
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NOTEWORTHY

Ericsson sponsors America's Cup 2000

Ericsson will be one of the main sponsors of the America's Cup yacht races being held in Auckland, New Zealand in the year 2000.

The agreement means that Ericsson will be the official supplier of communications equipment for the event.

"The agreement is more than mere sponsorship. Ericsson will supply, among other things, technology and equipment that will gather location data from the competing sailboats. This means we will be able to develop a virtual overview of the competition, like the one we used during TV broadcasts in 1995," says Sir Peter Blake, representative for the arrangers, America's Cup 2000 Limited.

"In recent years, animated graphics have played a large role in making the America's Cup more popular and available to a larger audience," he says. "With the help of Ericsson's wireless data solutions, the America's Cup will be even more exciting and accessible to more viewers, both here in New Zealand and around the world."

The agreement includes mobile telephones, computer communication, business telephone exchange systems and wireless data, as well as related products and services. Ericsson is collaborating with Telecom New Zealand, which is also one of the sponsors.



Ericsson is already a sponsor of one of the older America's Cup boats in Auckland. Next year Ericsson will be sponsoring parts of the contest.

Network upgraded via satellite

For the first time in Ericsson's history, a telephone network has been upgraded via satellite. The upgrade was performed by Ericsson in Norway.

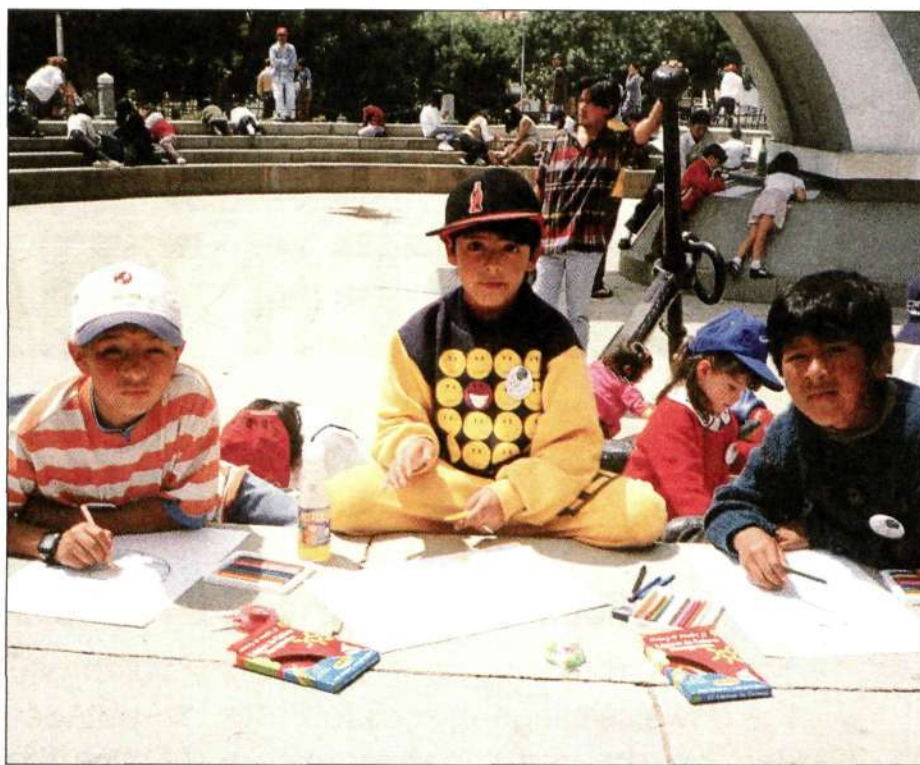
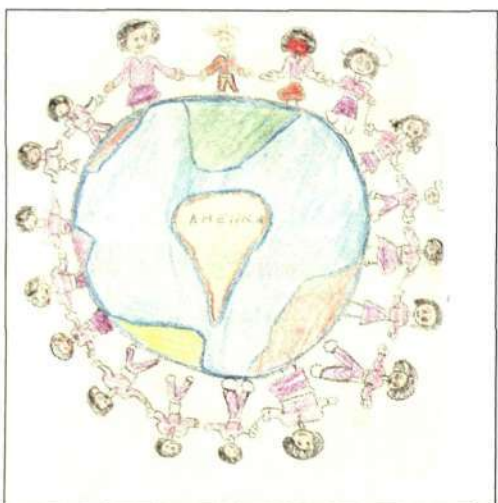
Ericsson upgraded operator ProMonte's mobile telephone network in Montenegro, a part of the former Yugoslavia, through its control room in Hisøy, Norway.

Under normal circumstances, such an upgrade would have demanded the services of three people and a whole week of work on site in Montenegro. But with this satellite upgrade, a single person was able to upgrade four or five stations in a single night.

This means Ericsson is able to get new software up and running much faster than before.

The advantages are many. It costs less, requires fewer resources, takes less time to complete and provides better-quality upgrades. Upgrading ProMonte's network cost NOK 50,000 per station.

Norway is a pioneer in this area. Ericsson, together with Norwegian operator Telenor, has developed a system that makes remote upgrades possible. In 1997, Telenor's entire fixed network was upgraded via satellite. As a part owner in ProMonte, Telenor has played an important role in the upgrading of its mobile network in Montenegro.



In October, Ericsson in Bolivia arranged a drawing contest in La Paz for young people between the ages of four and eighteen. The drawings to the left were done by Deysi Lopez and Sergio Flores.

Bolivian children draw telephones

At the end of last year, Ericsson sponsored a drawing festival in Bolivia for children, with the aim of helping children and youth in Bolivia. Some 320 young people between the ages of four and eighteen, from all levels of society, participated in the competition, which took place in La Paz. The theme for young people between the ages of eleven and eighteen was human communication.

Most of the schools in Bolivia's capital city, La Paz, received an invitation to enter the competition. In addition, Ericsson advertised heav-

ily in shopping centers and in other public places, in order to attract people to the festival.

The jury consisted of four teach-

ers from the La Paz College of Art. First prize was a mobile telephone from Ericsson.

The festival was part of Ericsson's long-term strategy of increasing awareness of the company's name and trademark within the country and to win over new customers.

"We want to ensure that Ericsson will be the mobile phone brand of

choice both now and in the future," says Magnus Anseklev, sales and marketing manager at Ericsson in Bolivia.

"That is why we are focusing on Bolivia's next generation of future customers, in addition to our existing ones."

Lotta Muth

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Award for disaster relief research

For the past five years, Mark Wood, an Ericsson employee in the U.S., has researched and written about the effects of natural disasters on telecommunications systems and how to solve the resulting problems.

Mark Wood has published a book on the subject, Disaster Telecommunications, and has also lectured at the United Nations and the University of Wisconsin.

Recently, he was awarded a diploma by the International Telecommunications Union (ITU) for his work. Following a natural disaster, it is important that the infrastructure – in which telecom

systems are a key element – is quickly rebuilt.

It is vital for Red Cross personnel and UN officials to be able to quickly get an idea about the extent of a disaster.

Often, they have to fly in their own technicians and equipment in order to get going quickly. But frequently they are stopped at the border because they do not have

the correct papers and licenses required to operate a network inside the country.

In order to solve this problem, technicians need to be given diplomatic status.

The process of reaching an international convention on this matter has taken nine years. It is called the Tampere Convention, named for the city in Finland which hosted the conference.

It is hoped that governments will sign the convention so that technicians will be able to enter countries and do their job.



Ericsson's flag now also flies atop Kilimanjaro, 5,895 meters above sea level. Photo: Rufat Krizan

Ericsson on top of Kilimanjaro

At 5,895 meters above sea level, this is probably the highest that an Ericsson flag has ever flown. Two of the four Ericsson employees from Russia managed to climb all the way to the top of Kilimanjaro.

"I've had the idea for several years," says Markus Lindros. "The four of us, who work under contract for Ericsson in Russia, decided that we would climb Kilimanjaro."

"I'm from Finland, while Paul Ortega is from Ecuador, Rufat Krizan is from Azerbaijan, and Jonas Lindholm is from Sweden."

Everyone agrees that they would not like to repeat the climb, but nobody has any regrets. It took three days to climb up and two to come back down.

"That was far too little time," says Markus Lindros.

Kilimanjaro is located in Tanzania on the border with Kenya.

SH 888 honored at design exhibit

Ericsson's SH 888 mobile phone is receiving praise for its design and functionalism at the annual Conrad Foundation Collection exhibition at the Design Museum in London.

Every year, a British designer is given the opportunity to assemble a personal collection of industrially designed and mass-produced objects that he or she would like to live with.

The 1998 collection was assembled by David Constantine, who is disabled.

Among the items he chose to display were innovative wheel chairs, bicycles adapted for disabled people, digital cameras and the Ericsson SH 888 mobile phone, designed by Richard Lindahl Design AB.

"The shape of Ericsson's telephone fits into my hand perfect-

ly, despite my not being able to grip it. I can operate the buttons with my tongue," explains David Constantine.

He also praises the mobile phone's infrared technology enabling it to communicate with other terminals.

One of the permanent displays in the Design Museum showcases the history of the telephone. Included are

seven Ericsson telephones, ranging from an 1895 Skeleton model to a 1953 Ericofon and a 1959 Trial 700 series phone to more modern models.



Ericsson's SH 888 is featured in a London exhibition.

Nils Sundström
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C.W. Ros leaving after 13 years

After 13 years with Ericsson, it's time to do something else. This summer, C.W. Ros will leave Ericsson after serving as Senior Executive Vice President, Chief Financial Officer and a member of corporate management since 1985.

No successor has been named, but C.W. Ros is not overly concerned.

"There are several interesting internal candidates and, naturally, the Board of Directors will also look outside Ericsson – including the international sphere."

C.W. Ros' decision did not come as a surprise to executive management.

"I talked with Lars Ramqvist about my resignation when he was still President, and Sven-Christer Nilsson has been aware of my plans all along."

A slower pace

C.W. Ros has stayed with Sven-Christer Nilsson for slightly more than a year to support continuity and stability.

His name is Carl Wilhelm, but almost everybody calls him C.W. Although he's looking forward to a slower pace, his plans do not include the lifestyle of a classic pensioner.

"Working as Senior Executive Vice

President and Chief Financial Officer of a company the size of Ericsson means that you work virtually every waking minute. I plan to reduce my workload to about 10 hours a day."

C.W. also hopes to cut back on travel.

"Traveling across several time zones almost every week takes its toll in the long run. I'm looking forward to less travel."

Although no decision has been made concerning what C.W. Ros will do after he leaves Ericsson, he is already a member of several boards of directors, including NCC, LKAB, Trygg-Hansa, VLT and the Fourth AP Fund. He says he would entertain other board or consulting assignments.

"I would also like to work with some small and medium-sized

companies. After all, I am a native of Småland, an area known for its small businesses," C.W. Ros says, citing such examples as working with "entrepreneur funds."

"You might say that I want to use the experience I have gained to do something different in my life. I will be 58 years old soon; this could be my last chance to embark on new and different pursuits."

Worked abroad

Before joining Ericsson, C.W. Ros worked for Alfa-Laval, ABB-Fläkt and Astra, including a pair of three-year assignments in France and the U.S.

It was during his tenure as President and CEO that Björn Svedberg recruited C.W. Ros to Ericsson.

"When I joined the company, the emphasis was on solving problems within Ericsson Information Systems, for example," C.W. Ros recalls.

"I probably enjoy working the most when times are slightly troubled; the job is simply more stimulating when you're working against a slight headwind."

Patrik Lindén

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C. W. Ros

Ingemar Nilsson dies suddenly

Ingemar Nilsson passed away on Thursday, January 7. He was President of the Ericsson's Swedish marketing company, Ericsson Sverige AB. During nearly 30 years with the company, Ingemar Nilsson was a key person in the establishment of Ericsson operations in Asia and the Middle East.

Described as one of Ericsson's most accomplished marketing experts, Ingemar Nilsson joined the company in 1969. It was a dynamic time in Ericsson's history, highlighted by development of the first generation of AXE exchanges in the 1970s. As marketing manager for Kuwait and Saudi Arabia during that time, Ingemar Nilsson spearheaded some of Ericsson's most important bridgeheads into the Middle East. He was also a driving force in Asia and won several of the company's first major contracts for AXE in China and Japan.

Public networks manager

Through the years, Ingemar Nilsson was assigned larger areas of responsibility, with the entire world as his sphere of operations. He served as chairman of the boards of directors in several Ericsson companies. In the mid-1980s, he was instrumental in developing Ericsson's business operations in England. Ten years later, he was appointed Vice President of Ericsson's entire marketing organization for fixed AXE lines. In 1997, he was named vice president of the former Public Networks business unit. The unit had more than 30,000 employees in all parts of the world.



Ingemar Nilsson, one of Ericsson's most accomplished marketing experts, passed away suddenly in January. He worked for Ericsson for nearly 30 years. Photo: Fredrik Hjerling

As recently as last summer, Ingemar Nilsson was appointed president of a new sales company in Sweden. He worked intensively to prepare for the start of the company's operations on January 1, 1999. The company and its 550 employees have lost their leader. Bo Wall has been appointed interim president during a transition period.

He worked previously as manager of Ericsson Telecom Sverige, a sales company in the Public Networks business unit.

A huge void

"We are working intensively to find the right person to take over as president of Ericsson Sverige," says Jan Wäreby, Vice President of the Europe, Middle East and Africa

market area. "Ingemar Nilsson was unique, and his passing has left a huge void in our company. The operations must be continued, however. Sweden, one of our most important markets, is now in a highly dynamic phase of development. During the autumn, Ingemar gathered a highly capable staff and established a powerful sales organization."

"Ingemar Nilsson was always professional – a man who was greatly admired and respected by customers and colleagues. His passing is a great loss," eulogized Sven-Christer Nilsson.

Lena Widegren

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Ericsson Quality Management Institute

Succeed in your own operational development!

We offer the following courses:

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A cornerstone in your improvement efforts. We give you an overview of what it means to work with processes and to direct improvement projects.

Overview course: 1 day. Course dates: 23 March, 7 April (Kuala Lumpur), 26 May.

Basic course for process owners and teams: 2 days. Course dates: 23-24 March, 26-27 May.

Business Process Management + Continuous Improvement: 3 days. Course dates: 9-11 March, 7-9 April (Kuala Lumpur).

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A functional improvement method with concrete tools.

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Would you like to increase your knowledge and expand your understanding of Ericsson's Management System? Would you like to learn how management, business, and support processes are connected? The Quality Dialog gives you a solid base for understanding Ericsson's work methods!

3 days. Course dates: 23-25 February, 13-15 April.

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• Millennium Audit Seminar

Complimentary education to be able to handle quality or supplier audits with a millennium focus. Requires previous experience in auditing.

2 days. Course dates: Contact Ericsson Quality Management Institute for further information.

• Quality System Audit

You will learn to plan, carry out and report internal quality system audits according to the methodology recommended by Ericsson and ISO 10 011. Good knowledge of the Ericsson Quality Manual and ISO 9001 is required.

3 days. Course date: 19-21 April, 18-20 May.

• External Technology Provisioning – ETP, Basic training

External Technology Provisioning, ETP supports analyzing external provisioning as an alternative to internal solutions. ETP is a way of looking at reality, finding alternative business solutions and daring to question ingrained patterns. The training covers the ETP structure, tools and practical use.

2 days. Course dates: 16-17 March, 19-20 May.

Ericsson Quality Management Institute also has experienced consultants in Management Consulting, Business Process Management, Continuous Improvement, Statistical Analysis, IT Management, Security, Goals and Measurements, Quality System Audit and External Technology Provisioning.

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<http://eqmi.ericsson.se>

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E-mail: eqmi@eqmi.ericsson.se
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ERICSSON

vacancies

AT ERICSSON

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

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

Contact No. 1 1999

Updated February 1

Ericsson Czech Republic

PROGRESSIVE PRAGUE

The Czech Republic is on the move. The two existing GSM operators have done well during the economic boom and now the authorities have decided to issue a third GSM license this late this summer. Ericsson has a well established Market Unit with headquarters in Prague, has a good name on the market but has not supplied any of the present GSM networks. Therefore we are well positioned and eager to become the supplier to this upcoming third GSM. To pursue this high priority opportunity we have started roll out preparations in anticipation of the license. For this we need hungry and experienced additional colleagues to work within the New Account organisation in our Czech Market unit.

GSM - NETWORK PLANNING MANAGER

● As the Network Planning Manager you will surpass key prospect's expectations by build up and organise the Cell Planning, Transmission Planning, Site Acquisition, and possibly also the BTS engineering groups. You will be a part of the GSM 1800 New Account organisation, and lead this part of the market operation activities towards the customer accounts through the pre-license, bid and negotiation phases. Through excellent customer and internal contacts you will organise, motivate and together with these diverse functions.

Therefore we need an experienced person with a good track record from some of these activities. The function includes leadership and work for the implementation of market plans, complex offers, and contracts.

The first tool to handle this is the streamlined fast organisation with only smart people. The second tool is a solid infrastructure and support from RMOG. The third tool is your result orientation, self-motivation, and experience.

GSM - IMPLEMENTATION MANAGER

● As the Anticipation program Implementation Manager you will make solid project plans for the actual installation of the system. You will be a part of the GSM 1800 New Account organisation, and exploit all of Ericsson's product and implementation advantages over our competitors to position the account to win the license and to bypass the incumbents on the Czech market. To do this you need to use all your GSM implementation experience, creativity, and team-working ability. The concrete work consists of turnkey project planning, professional presentations, offers and a contract specification.

The first tool to handle this is the streamlined fast organisation with only smart people. The second tool is a solid support from ERA Stockholm. The third tool is your experience and entrepreneurship.

GSM - TECHNICAL MANAGER

● As the Technical Manager you will create total solutions that surpass one of our key prospect's high technical expectations. You will be a part of the GSM 1800 New Account organisation, and exploit all of Ericsson's product and implementation advantages over our competitors to position the account to win the license and to bypass the incumbents on the Czech market. To do this you need to use all your GSM experience, creativity, and team-working ability. The concrete work consists of investigations, technical co-ordination, brainstorming, professional presentations, offers and a contract specification.

The first tool to handle this is the streamlined fast organisation with only smart people. The second tool is a solid support from ERA Stockholm. The third tool is your talent and time.

Successful candidates for all positions above need to be a proactive, experienced, and team-working. At least east five years working experience in relevant fields is desirable. An ability to build excellent relations and drive for results will be essential within your work.

Contact: ECZ/RC Andre Grce +420 2 6119 4326
Application: Ericsson Czech Republic spol. s r.o.
ECZ/HC Martina Huitfeldt U michelske skoly 10 140
00 Prague 4 martina.huitfeldt@sea.ericsson.se

Ericsson Portugal

The deregulation of the Portuguese Telecom market has created a tremendous growth. Ericsson supplies all three GSM operators and some new operators for fixed network.

The Switching Implementation Department needs to grow in order to meet the demand on new implementations and extensions. We provide the GSM operators Telecel and TMN as well as the new wireline operators with implementation services. We have our office close to Lisbon, but our customers have sites all over mainland Portugal as well as on Madeira and Azores. We are looking for the following persons to strengthen our team.

DT ENGINEER / TEAM LEADER

● To co-ordinate the DT group and plan all activities for the team. Work closely with the Customer to collect ER in order to build DT for new exchanges and expansions. Lead improvements and introduce new processes to shorten the DT lead time and increase the quality. Support the Test Engineers in the field during integration activities. Participate in customer meetings to discuss technical solutions and problems.

Experience in working methods, procedures and tools for GSM especially SS is required. Knowledge about IN as well as GREGER and DTSS is an advantage. You should be flexible and be able to take own initiatives to get things done. Transfer of competence to local staff is vital. Naturally you need to have a driving licence.

AXE TEST LEADER

● Perform expansions of BYB202 and BYB501 equipment on both mobile and fixed switches. Start-up and test of new nodes. Integration of new switching nodes into the existing networks. Plan and perform swaps of different types of equipment. Perform test preparations to save time and gain quality. Participate in customer meetings to discuss technical solutions and problems.

Experience in Integration of switching nodes as well as extension of switches in service is required. Knowledge about IN as well as working methods, procedures and tools according to the TTC flow is an advantage. You should be flexible and be able to take own initiatives to get things done. Transfer of competence to local staff is vital. Naturally you need to have a driving licence.

IE ENGINEER AXE

● Perform site surveys together with the customer and in close co-operation with the project manager. Document the results from the surveys, produce floor-plans and material specifications. Produce C-modules and other installation documentation for BYB202, BYB501 and Power Systems. Support the Installation Supervisors in the field during installation. Participate in customer meetings to discuss technical solutions and problems.

Experience in performing site surveys and using PLEAS is required. Knowledge about AUTOCAD, EESS as well as working methods, procedures and tools according to the TTC flow is an advantage. You should be flexible and be able to take own initiatives to get things done. Transfer of competence to local staff is vital. Naturally you need to have a driving licence.

Contact: Conny Andersson, Switching Implementation Manager e-mail: conny.andersson@sep.ericsson.se phone: +351 1 446 6325 Contact: Mathias Persson, Test & Engineering Co-ordinator e-mail: mathias.persson@sep.ericsson.se phone: +351 1 446 6440 Application: SEP/OX Conny Andersson e-mail: conny.andersson@sep.ericsson.se fax: +351 1 446 6660

Ericsson Australia Pty, Ltd.

BE PART OF THE CONTINUED GROWTH IN THE SOFTWARE SUPPLY CENTRE, ASIA PACIFIC
The Software Supply Centre has enjoyed steady growth since its formation within the Regional Centre, servicing our customers in the Asia Pacific Region. As part of this expanded growth we are continually seeking resources to work in the fixed network environment both locally and in the Asia Pacific Region. A number of positions are currently being offered for

those seeking an opportunity to join this dynamic team. The Technical consultant and Test Leader positions are available both locally and on expatriate long term contracts. The Tester positions are open to local personnel only.

TECHNICAL CONSULTANT TEST LEADER TESTER

● You will have 5 years + experience in an AXE environment in either testing or support. You will be a demonstrated team player with a willingness to travel within the region.

Key requirements: Troubleshooting skills. Exceptional AXE knowledge in 2 or more specific areas (ie. ISDN, signalling, IN, integration). Good general industry knowledge (non-Ericsson). Self motivated. Ability to transfer knowledge. Strong report writing skills. Previous training/teaching experience.

You will have 3 years + experience in the AXE environment. You will have strong communication skills and a willingness to travel within the region.

Key requirements: Strong AXE knowledge and GAS process understanding. Test planning and test analysis for market projects. Strong customer interface and organisational skills. Self motivated. Demonstrated leadership skills. UNIX and NI knowledge. Previous Test Leading experience. Onsite experience.

You will have 2 years + experience in the AXE environment. You will have strong communication skills and a willingness to travel within the region.

Key requirements: AXE knowledge, PC skills. Familiarity in one or more areas of ASV/ASR/DT/TCM. Communication skills. Team Player. Highly motivated. UNIX knowledge. NI knowledge. Leadership skills. GAS Process methodology. Customer interface skills.

All positions are based in Melbourne, Broadmeadows

Contact: Susan Hicks (EPASNH) extension #4596... Application: Sue Holman, epa.epasmh@memo.ericsson.se

Ericsson Business Networks AB, Sundbyberg

GLOBAL COMMUNICATIONS MANAGER

Ericsson Dedicated Networks, an important cutting edge area within the Ericsson Group, is looking for a Global Communications Manager. Our business is planning, projecting, installing and maintaining communication networks for voice, data and image. Our customers are primarily in the enterprise segment and are spread across the globe. We are currently in a build-up phase and we quickly need someone who can energetically shoulder the global responsibility as Communications Manager.

● As the Communications Manager you will be a member of the management group and report directly to the head of Dedicated Networks. You will be responsible for both internal and external communications.

Among your tasks you will: Develop platforms and strategies for the brand Ericsson Dedicated Networks. Create communication plans, strategies and campaigns. Build communication channels. Act as support for our local companies throughout the world. Develop focused sales and company presentations. Train and coach our co-workers in presentation technique

In parallel to this, an important task will be to build up a strong organization of communicators around you.

You need to have excellent and proven experience of strategic communication in an international perspective. We believe it is a plus if you have experience from companies in expansive areas of business or companies that have been in a build-up phase.

You have a clear entrepreneurial streak. You like to build alliances and have a sound knowledge of business and sales. You are a good listener and highly capable of understanding others' needs. We believe you have a university degree in economics, marketing, communication or other relevant education from RMI-Berghs, IHM or similar.

Contact: Anders Ericsson (Head of Dedicated Networks), tph +46 8 585 35050, EBC.EBCANER Per Svahn (Human Resources), +46 8 764 0420, EBC.EBCPSVA Application latest 990215: Ericsson Business Networks AB Att Eva Kling Eldselius (SL/EBC/EN/NH) S-172 87 SUNDBYBERG Tph: +46 8 764 0774 Memo: EBC.EBCEVAK E-mail: Eva.Kling-Eldselius@ebc.ericsson.se

Ericsson Radio Systems AB, Kista

We are looking for a

MANAGER FOR A RESEARCH & DEVELOPMENT CENTRE IN CHINA!

● Challenge: To set up and run a R&D Centre in Beijing, China. The centre is planned to be staffed with up to 40 persons and shall be in operation during 1999. All work will be done in close co-operation with representatives from the customer. The scope of activities will cover areas within 3:rd generation Mobile Communication Technology with a special focus on WCDMA. The results coming out from the lab will form the base for future development and production in co-operation with Chinese partners.

If your individual profile and work experience meet areas as: Mobile Radio Technology preferably WCDMA, Research & Development, Leadership/Management, Entrepreneurship, Humbleness and interest of other cultures, and you really are looking for an interesting and a challenging future, you are the candidate for the job.

Contact: Anders Paulsson, ERA/UP, tel +46 8 764 11 46 or +46 70 556 01 45, anders.paulsson@era.ericsson.se Ken Zhang, ETC/R, Tel +86 10 6561 5566, ext. 10456 or +86 139 110 8765 Gxran Henriksson, ERA/JHC, Tel +46 8 757 0705 or +46 70 524 5195, goran.m.henriksson@era.ericsson.se Application: Ericsson Radio Systems AB Gunilla Sjöberg, JHS 164 80 STOCKHOLM

Ericsson Turkey

Our customer Turkcell is fast becoming one of the worlds leading GSM operators. Currently they have more than 2 million subscribers and in 1999 their network in Turkey will increase beyond 5 million subs. They also operate GSM networks in neighbouring countries of Azerbaijan, Georgia, Kazakhstan and they are poised to become a dominating regional operator with the addition of new markets in the near future. We have recently delivered Ericsson Prepaid systems to their markets and this year they will launch many new IN services such as VPN, PN, F&F and UM.

To strengthen our organisation and to prepare for the introduction of these new services we offer the following opportunity based in Istanbul on long-term contract.

PRODUCT MANAGER VALUE ADDED SERVICES

● As a Product Manager for VAS you shall have a background in GSM core systems together with experience of IN services and functionality. You will work as part of a VAS business team. You will have responsibility for preparation of SoC's and ensuring that the customer's requests are included in future product releases.

Your role will include providing technical support during the marketing, sales, negotiation and after sales activities. You will be responsible for dimensioning activities related to the VAS products and systems supplied by Ericsson. You shall continuously update the customer about Ericsson's products by holding seminars and presentations of new/enhanced products and features. Candidates must be fluent in English and have very good interpersonal skills.

This position will offer the successful candidate an exciting opportunity to work with the very latest developments in Ericsson Products in one of Ericsson's largest GSM markets.

Contact: Noel Reid, Product Department Manager. Tel + 90 532 2312299, Memoid ENK.ENKNRE or email noel.reid@ericsson.com.tr.

Ericsson Radio Systems, Kista

PROFESSIONAL SERVICES NEEDS SHORT- AND LONG-TERM CONTRACTORS

Unique and challenging opportunity to gain invaluable experience by working as a contractor on short- or long-term assignments for Ericsson customers worldwide!

Professional Services is an Ericsson Business Unit that delivers business solutions and consultancy services to network operators around the globe. We provide expertise in both the commercial and technical aspects of network operations and work in partnership with Local Companies.

The Order Office within the Network Management Services product unit is now looking for people to go on contract, that is, multinational assignments to customer projects. Knowledge, skills, and flexibility are basic requirements, however, we are looking for people to match these positions. We are currently expanding our database and are now looking for several categories:

NM MANAGER

● Main responsibilities: You will lead and organise the work within the NO&MC to fulfil the targets for the section, governed by the performance levels agreed on with the customer, to ensure that the best practises are used in the work.

Requirements: The successful candidate has a technical education within Telecommunication, Information Technology and Electronics, good knowledge of general telecommunication and mobile telephony system. You have worked 2-3 years as manager for 75 persons. You have the ability to lead and motivate a multinational team and are conscious of responsibility. You also have experience with budgeting and negotiations with customers and suppliers. You should also be fluent in spoken and written English. Other languages may be needed depending on the local requirements.

SYSTEM TECHNICIAN LEVEL 1 AND 2

● Main responsibilities: You will be responsible for the surveillance of the network and will perform 24 hours surveillance of the whole GSM network by OSS and supervision equipment for Minilink and DXX.

You will also monitor, analyze and clear all faults reported by these systems and also complaints coming from Customer Care and other operators.

It will be your responsibility to introduce modifications to the systems as specified by work order. You call out the Field Technicians with a work order, when physical intervention in the equipment is needed, and escalate difficult problems to the System Engineers.

Requirements: The successful candidate has basic technical education and experience from Ericsson GSM radio systems, for Level 1 not less than 2 years and for Level 2 not less than 3 - 4 years. Good knowledge in English is required as well as good social- and pedagogical skills.

SYSTEM ENGINEERS, MSC/HLR/VLR

● Main responsibilities: You will be responsible for all telecommunication systems agreed on with the customer within MSC/HLR/VLR. The modification of existing system routines and creation of new temporary routines are also your responsibility as well as follow up of all software contents of the system.

You will send/receive/follow up with trouble reports sent to the supplier/customer and also prioritize the trouble reports, including incoming TRs from the other system engineers. You will also distribute all new and upgraded documentation in accordance with SW, HW and equipment to Network Surveillance and NFM Manager.

You will offer expert knowledge concerning system problems in MSC/HLR/VLR as well as expert knowledge regarding parameters and configuration, excluding the radio part.

It is also your responsibility to support technical interfaces with external equipment, i.e. SMS, VMS etc and to interpret switch statistical reports like processor load, traffic recording, etc.

Requirements: The successful candidate will have a basic technical education and experience from Ericsson GSM mobile system, as System Technician Level 2 not less than 3 - 4 years. Experience from OSS is required along with good knowledge in English and good analytical ability.

SYSTEM ENGINEER, SMS/VMS/AUC/

● Main responsibilities: You will be responsible for all telecommunication systems, agreed on with the customer within SMS/VMS/AUC/ including both Ericsson and 3rd part equipment. You are also responsible for

the modification of existing system routine creation of new and temporary routines.

You will be responsible for all preventive maintenance of the systems and generate and control switching data as well as support technical interface towards external equipment, i.e. SMS, VMS etc.

Requirements: The successful candidate has a basic technical education and experience from Ericsson GSM mobile system, as System Technician Level 2 not less than 3 - 4 years. Experience from TMOS is required. You should also have good knowledge in English and good analytical ability.

SYSTEM ENGINEER, IN

(Intelligent Network)

● Main responsibilities: You will be responsible for all telecommunication systems agreed on with the customer within IN SSP/SSCP/SCP. The modification of existing system routines and creation of new temporary routines are also your responsibility as well as follow up. You are responsible for all software contents of the system and all IN Services.

You will send/receive/follow up with trouble reports sent to the supplier/customer and handle and follow up all escalated problems. You will also distribute all new and upgraded documentation in accordance with SW, HW and equipment.

You will offer expert knowledge concerning system problems in SSP/SSCP/SCP as well as expert knowledge regarding parameters and configuration excluding the radio part. You will also prepare system plans for concerned systems.

It is your responsibility to verify data transcripts and installed service modifications sent via change request, produce data transcripts as required (e.g. parameter changes, etc.) and implement changes in IN Service data using Installed Service Modification in SMAS and/or GSA forms. You will also support technical interfaces with external network elements (e.g. SMAS, SDP, MSC etc.)

You will give priority to the trouble reports, which includes the incoming TR from the other system engineers.

Requirements: The successful candidate has basic technical education and experience from Ericsson GSM radio system, as System Technician Level 2 not less than 3 - 4 years. Good knowledge in English and good analytical ability is also required.

SYSTEM ENGINEER, RADIO (BSS/BSC)

● Main responsibilities: You will be responsible for all telecommunication systems agreed on with the customer within BS and Radio. You are going to offer expert knowledge concerning parameters and configuration of BS and Radio. You will also handle and follow up all escalated BS problems.

Requirements: The successful candidate has a basic technical education and experience from Ericsson GSM mobile system, as System Technician Level 2 not less than 3 - 4 years. Experience from TMOS is also required. You should also have good knowledge in English and good analytical ability.

SYSTEM ENGINEER, TRANSMISSION

● Main responsibilities: You will be responsible for all transmission systems in the network. You will handle and follow-up reports concerning transmission and transmission equipment. You will also offer expert knowledge concerning parameters and configuration of the transmission equipment.

As Minilink is used as transmission equipment you have to be very experienced in that area.

Requirements: The successful candidate has a basic technical education and experience from Ericsson

GSM mobile system, as System Technician Level 2 not less than 3 - 4 years. Experience from DXX is required. You should also have good knowledge in English and good analytical ability. Knowledge in energy/power is desirable.

OSS/MMIS/SMAS ADMINISTRATOR

● Main responsibilities: You will be responsible for the OSS, MMIS and SMAS applications. This includes supporting advanced troubleshooting in the OSS/MMIS/SMAS applications. You will also work with report systems, application problems and follow up all trouble reports concerning the OSS/MMIS/SMAS supplier.

You will be responsible for the modification of existing OSS/MMIS/SMAS routines, creation of new and temporary routines as well as follow up.

You will handle all internal alarms in OSS/MMIS/SMAS applications and implement OSS and MMIS user interface layout modifications. You will also be responsible for distributing all new and upgraded documentation related to the SW, HW and equipment for the Network Surveillance.

Requirements: The successful candidate has basic technical education and long O & M experience, as OSS Administrator, from Ericsson radio system. Advanced knowledge of UNIX and SQL- programming as well as knowledge of TMOS and MMIS System Administration is required. You should also have good knowledge in English.

NFM MANAGER

● Main responsibilities: You will lead and organise the work within Network Field Maintenance to fulfil the targets for the section, governed by the performance levels agreed on with the customer. You will also ensure that best practices are used for the work and that the organisation is encouraged to continuous improvement of network quality and cost reductions for the operation.

You are also responsible for planning of the training and development of the Network Field Maintenance staff.

Requirements: The successful candidate has a technical education within Telecommunication, Information Technology and Electronics, good knowledge of general telecommunication and mobile telephony system; especially in installation and NO&M. It is of great advantage if you have proven experience in the maintenance of telecommunication. You have worked 2-3 years as manager for 75 persons. You have the ability to lead and motivate people and are conscious of responsibility. You also have experience with budgeting and negotiations with customers and suppliers. You should be fluent in spoken and written English. Other languages may be needed depending on the local requirements.

BS FIELD TECHNICIAN

● Main responsibilities: You will be responsible for guided corrective maintenance at replacement of HW at BS by following defined procedures. Tasks to be performed are ordered via Work Order from NO & MC.

Requirements: The successful candidate has basic technical education and not less than 2 years of experience from Ericsson GSM radio system.

SYSTEM FIELD TECHNICIAN (SWITCHES)

● Main responsibilities: You will be responsible for guided corrective maintenance at replacement of HW,

of MSCs, HLRs and transit switches, following defined procedures. Tasks to be performed are ordered via Work Order from NO & MC.

You will also perform defined preventive maintenance routines of MSCs, HLRs and transit switches initiated by Work Order from NO & MC.

It is your responsibility to perform the charging data retrieval and deliver this to the customer's billing center in accordance to the existing routines and security regulations. You will also perform back-up of exchange-data in accordance to defined procedures.

Requirements: The successful candidate has basic technical education and not less than 2 years of experience from Ericsson GSM radio system.

SPARE PART ADMINISTRATOR

● Main responsibilities: You will be responsible for maintaining the store of spare/consumable parts, or ordering new spare parts from suppliers and for servicing of tools, equipment and vehicles within the field maintenance organisation.

Requirements: The successful candidate has a basic technical education and additional economic/logistic education, and/or long experience from working with spare parts for operators. Good knowledge in English is also required.

MENTOR

● Main responsibilities: It will be your responsibility to investigate the training needs of new personnel and candidates. You will establish training plans for each of the individuals in the NO&M organization.

You will also be responsible for allocating the best, available training program for the organization and for guiding all personnel towards best possible skills by means of Structured On the Job Training (SOJT).

Requirements: The successful candidate will have a basic technical education and experience from Ericsson GSM Mobile System as System Engineers, not less than 3-4 years. Experience as teacher or instructor is required. You should also have good knowledge in English and good social- and pedagogical skills. Please, apply in writing with full Curriculum Vitae, containing details of your education, experience, reference and name of your current Manager.

Application: Odette Abiad E-mail: odette.abiad@ericsson.se Memo: erac.eraodab Find CV template at: <http://rtms/jobs/jobs.html>. It is important for us to know: when you will be available for an assignment, that your line manager is aware of that you have the intention to undertake an assignment.

Ericsson Radio Systems AB, Kista

LOCAL PRODUCT MANAGER - CHINA

TDMA Systems (BMOA) is one of the fastest growing business units within Ericsson Radio Systems. We are the market leader for cellular telephone systems and services based on TDMA/AMPS standards. Our mobile telephone system, CMS 8800, is the most sold system in the world, and our markets around the world are growing rapidly.

● Are you a person motivated in using your technical support knowledge to assist the Local Company in China, based in Hong Kong? -If so, you are a potential candidate for this position. We are looking for a Local Product Manager (LPM) who will work closely with the Customer, the Customer Account managers and the Sales and Marketing people.

Looking for a challenge in a growing international team ?

CSS/GSM Project Office is responsible for Ericsson's GSM Circuit switching systems from TG0 up to GA. In addition the related MSC/VLR node level projects are run from us. We are located in Herzogenrath/Aachen, Germany at Ericsson Eurolab.

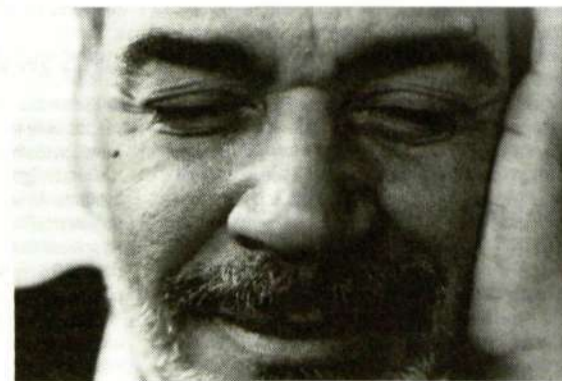
You can find more information about the department, our international organisation and the projects on our web page: <http://www.eed.ericsson.se/proj/css>

Total Project Manager CSS/GSM R9

The CSS/GSM R9 will be Ericsson's delivery for the year 2001, containing development for the traditional GSM

customers, satellite operators and Ericsson's 3rd generation system UMTS. You will have the overall responsibility for pre- and feasibility study, design execution of the node level projects and the type acceptance in several GSM markets. The project is estimated to be in the magnitude of 500 to 800 kmh (excluding associated projects) with a leadtime of ca. 2 years. You should have several years of experience in project management in Ericsson, preferably in development and customer projects.

Abbas Sabokbar, Department Manager,
Memo EED.EEDSAAB, Tel +49.2407.575-135
Simon Seebass, Human Resources
Memo EED.EEDSIMS, Tel +49.2407.575-163



Make yourself heard.

ERICSSON

As a LPM, you will be expected to perform tasks like: Participate in the promotion process through technical lobbying. Analyze the technical sales support needs of the Local Company, according to the market situation and Customer's technical requirements. Technically assist the sales people in making offers to the Customer. Support the Customer in resolving product related issues. Support the introduction of all suitable ERA processes and methods to the Local Company and the Customer. Support the introduction of all suitable ERA products to the Customer. Do product planning and Product Life management for the market.

The ideal candidate has an engineering degree and three or more years experience in technical support/product management in the cellular industry or equivalent experience. You are fluent in English.

You are self-motivated, ambitious, outgoing and interested in taking the challenge of being a real support to the Local Company and a valuable adviser for the BMOA commercials areas. Could you meet the challenge? If yes, then contact us.

Contact: AM/P Christina Hyllander + 46 8 404 56 69 christina.hyllander@era.ericsson.se AM/P Johan Lembre + 46 8 404 69 06 johan.lembre@era.ericsson.se Application: Ericsson Radio Systems AB AH/HA Catrin D'Ysing 164 80 STOCKHOLM catrin.dysing@era.ericsson.se

Ericsson del Paraguay S.A. Asunci—n - Paraguay

LOCAL PRODUCT MANAGER

● As a local product manager you shall give product technical support during marketing sales, negotiation phases, after sales activities. You will be the technical consultant during Core 3 and must therefore have a broad technical knowledge.

You will be responsible for the co-ordination of planning and dimensioning activities related to the products and systems supplied by Ericsson Radio Systems and to be in charge of dimensioning of the assigned Network Elements. Help the customer to get more knowledge about Ericsson's products by holding seminars and presentations of new or enhanced products and features.

In sales/negotiation phase you shall initiate Technical and Functional Analysis and define a Traffic model, dimensioning, capacity/memory calculations, and update of network Design.

Minimum 2 years experience with Ericsson systems especially (TDMA). Fluent English and good interpersonal skills.

Contact: Roberto Rosales, President, Ericsson del Paraguay Phone: +595-21-228-820 memo: EUS.EPYRRR

EXPERIENCED TROUBLE SHOOTERS FOR THE N₁ AXE APPLICATION

● The product Line Maintenance section takes central responsibility for the worldwide CM S 8800 Switching System. It is considered as a primary competence center for CMS 8800

Our strong resources reflect our responsibility for trouble shooting and testing on system level. Your contribution to the Help Desk team is excellent testing and trouble shooting experience in mobile AXE switching systems and their latest developments, commitment to provide solutions to our customers and team spirit.

Develop your skill and develop your future with the CMS 8800 TDMA system, switching System product line maintenance team.

Opportunities for travelling, networking, personal and technical development are outstanding. Watch yourself make a global impact with efforts.

Contact: Roberto Smiliansky, Ericsson del Paraguay, Project Leader Phone: +595-21-228-820, memo: EUS.EPYSMI.

Ericsson Compedex Limited, Milton Keynes, UK

Ericsson Compedex Limited (COL) are responsible for the manufacture and supply of data distribution systems for Wide Area Paging networks. As a consequence of our commitment to our existing customers, we wish to strengthen our Customer Repairs Department by the addition of a further repair technician.

BASE STATION TRANSMITTER REPAIR TECHNICIAN

● Experienced RF Technician required for test and repair of base station transmitters. Your main responsibilities will be fault diagnosis and repair to component level of paging base station transmitters. These products are microprocessor controlled, use DDS techniques and operate at up to 500MHz with PA stages to 200W. You will also be expected to be able to assist with other COL product repairs (including Base Station Demultiplexer/Controller equipment) as the need arises. Applicants should have two years appropriate experience.

You must be self-motivated, flexible and able to work towards common goals in a customer-focused environment. Working strictly to established procedures, we have a policy of continuous quality improve-

ment and you will be strongly encouraged to suggest improvements with the aim of improving the quality of the service the department provides. Fluent English (spoken and written) is essential, as are good PC skills (e.g. Windows and database applications).

Contact: Ian Halmonroyd COL.COLINHD ian.halmonroyd@ericsson.com

Ericsson Caribbean, Puerto Rico

AREA SALES MANAGER ERICSSON

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

● We are now looking for an Area Sales Manager, who is ready to take on the challenge in working with sales and marketing to our customers in the Caribbean region.

You will be involved throughout the whole sales process from initial customer contact, offer preparations to final contract.

The successful candidate will be working in a team of experienced and highly motivated sales and product management people and we can promise you a job that will develop and enhance both your technical and business skills.

You have completed university degree (B.Sc., M.Sc. or similar) in electrical engineering and have at least two years working experience within telecommunications. You have the ability to build excellent relations while driving for results and want to work in a stimulating small team-working environment.

Contact: Mats Skoglund Key Account Manager Phone +1 787 758 1770 Application: Ericsson Caribbean Att: Carmen Nadal Suite 1910, IBM Building 654 Munoz Rivera, Hato Rey, Puerto Rico 00918-4141 carmen.nadal@ericsson.com

Ericsson GmbH, Germany

GPRS is aiming for the combination of data communication and mobility. GPRS is currently standardized as an extension of GSM. EED/D is responsible for the development and maintenance of the GPRS core systems OMS and PXM and for the GPRS applications VLR, SMS and PTM.

QUALITY COORDINATOR

● Quality Assurance- and Process are new territories (Neuland) in GPRS. Only very few processes specified.

Project Quality Assurance: verification of quality in projects by analysis of strength and weaknesses of projects, planning of quality assurance activities including improvements. Coordination of QA activities in the projects risk management moderation of inspections, participation in project meetings, milestone reviews, etc. Deployment of improvements into the projects.

Process Engineering: monitoring and evaluation of current practices and processes analysis of strength and weaknesses, improvement and audit of current processes, development and implementation of new processes, organising tool-support for current processes.

As a suitable candidate you are a local employee and have a strong background in SW engineering and relevant experience in working in projects, i.e. should have participated in at least one project. Furthermore, you should have very good communication & co-operation skills. You are service minded and have a deep interest in developing your own competence while working towards a common goal towards the project.

Contact: Human Resources Simon Seebass Dial:02407-575-163 Memo:EED.EEDSIMS or EED/D/Q Stefan Jacobs Dial:02407-575-627 Memo:EED.EEDSJA

GPRS SW DESIGNER, GPRS SWD/199

● Within the PSS organisation, our system house is responsible for SW provisioning, central management, system verification and SW supply.

Our design unit is in charge of several traffic sub-systems as well as for the Operation & Maintenance subsystem (OMS/PXM). The latter provides GUIs (graphical user interface) and O&M functions for the new GPRS network nodes (GSNs) and is part of the platform called CORE.

The GUIs are implemented as JAVA applets that are loaded from GSN and executed in a Netscape browser.

The work is organised in small teams with a large degree of responsibility. The product is developed in increments lasting 8 weeks/each. This allows short feedback cycles with the internal customers and shall lead to a stable product.

As a suitable candidate should have experience in Technical: Java / C++ language. CORBA communication principles. UNIX.

Social / General: team working skills, project organization & planning. For further information please go: <http://www.eed.eed.ericsson.se:8001/packit>

Contact: Human Resources Simon Seebass Dial:02407-575-163 Memo:EED.EEDSIMS or EED/D/Q Andreas Daun Dial:02407-575-418 Memo:EED.EEDAND

Ericsson Spain, S.A.

TWO GSM SUPPORT ENGINEER FOR SPAIN (SS AND BSS SUPPORT ENGINEER)

Ericsson Radio in Spain has established a Regional FSC for a part of Africa in order to give service to our customer in this continent. We are now looking for an SS Support Engineer and BSS Support Engineer within our Support Department. The objective of the job is to provide technical support in the nodes that are operational in the customer network in the different countries. This requires close relationship and interaction with the customer, availability to travel to our customers countries, strong technical background that enables the SS engineer (MSC/HLR) and the BSS (BSS/BTS) engineer to conduct fault analysis, trouble shooting and program correction handling in an efficient manner.

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

Requirements: experience working within Customer Support, a good knowledge of support activities, providing emergency and day to day support, trouble report handling, trouble shooting on/off sites, system upgrade.

You have to have good command of written and spoken English, french knowledge would be appreciated.

ONE UNIT MANAGER FOR PRODUCT MANAGEMENT

● We are part of the Circuit Switching Systems (PUCSS) and responsible for the development of GSM Database related products such as HLR,ILR,AUC,EIR,FNR. We are located in Madrid in modern facilities and close to the Airport. We are working in close relation with Strategic Product Management in Kista and with a number of Local Design Centers all over the world. In Madrid we work also with System Management, Product development and Verification of the products earlier mentioned.

We are looking for a person with experience of Product Management in GSM systems. We think that this person has several years of experience in GSM and in Product management and/or Business development.

We are promoting Team work over the organisation. The organisation is very young and competent but will need someone with more experience to enhance this organisation to a high performing team. Examples of working areas will be evolving of existing products and services to UMTS and development of plans for the future. Be part of 3 party contract deals and talking to local operators to enhance the knowledge about the usage of our products for later inclusion in development plans.

We think you have a marketing, business or telecom engineers degree. You can work in a multicultural environment and are used to move fast when needed. Experience from tenders for GSM, good contacts within the GSM world is important.

English fluently speaking and writing a must, Spanish would be a plus but not necessary.

We can offer a 2 year contract in sunny Spain.

Please write the references in the applications. Irene G—mez, ECE.ECEIGLH, E-mail: igomez@madrid.ericsson.se

Ericsson Radio Systems AB, Sundbyberg

TECHNICAL MANAGER GSM IN BANGLADESH

RMOG has two GSM customers in Bangladesh. We are now looking for an experienced Technical Manager that will provide our customers with technical competence. The position is open and on long-term contract conditions based in Dhaka. That includes technical discussions, product presentations, solution design and offerings. You will work in a team with marketing and projects.

● You have a university degree of relevant experience in Telecom/IT. You should have good technical skills in GSM. Your experience should also include working closely with customers. You speak and write English fluently. As a person you are result oriented, open-minded, and enjoy working in an entrepreneurial organisation.

Contact: In Bangladesh: Mr Ivar Lunde +880 2 9886641 In Sweden: Ms Gabrielle Wessel, tel. +46 8 757 36 80 Application: Ericsson Radio Systems AB SG/ERA/LOH Christel Bjurevad, 164 80 STOCKHOLM e-mail: christel.bjurevad@era.ericsson.se

Nippon Ericsson,K.K.Japan, Sapporo

O&M ENGINEER

● We will have a vacancy for an experienced CMS30 O&M Engineer in Nippon Ericsson Sapporo Office,

which is located in northern Japan. Sapporo, free from urban hustle and bustle, is surrounded with magnificent nature.

Candidates should have: More than 5 years of relevant job experience, preferably at customer site. Experience in CMS30 or other cellular system. Good knowledge of AXE and OSS for troubleshooting. Knowledge sufficient to understand DT. Good command of English (both speaking and writing). Flexibility and willingness to cooperate with the demanding Japanese customer. Ability to actively transfer technical knowledge to customer and local Ericsson staff.

Job descriptions: Operation & maintenance at customer network center. Attending daily meetings to obtain system information and answer questions from customer. Giving advice, practical assistance and guidance to customer regarding operation and maintenance routines of the system. Receiving customer TR's and checking the correctness of TR descriptions, together with the local field support and the central system support office, before entering them to MSS. Providing on-the-job training to customer staff. Making monthly O&M report for customer. Transferring competence to local employees. Taking part in the 24-hour emergency support as a local 2nd liner.

The term of contract will be a minimum of 8 months from May 1999, including a two-month overlapping period with the current O&M Engineer.

Contact: NRJ/MJ/DNC Yoshiaki Yamada, Sapporo Network Center Manager Phone: +81-11-210-6843 Mobile: +81-90-1305-0132 Fax: +81-11-210-6333 Memo: NRJ.NRJYSY E-mail: yoshiaki.yamada@ericsson.co.jp For more information about the job see our homepage:

<http://www.nrj.ericsson.se/inside/dep/nrjm/mj/d/E/RIC.HTM>

Ericsson Radio Systems AB, Sundbyberg

FORWARD CROATIA

BMOG have a new GSM customer in Croatia. We therefore preparing the future organisation in our local company ETK. Following position is open and on long-term contract conditions based in Zagreb.

KAM - KEY ACCOUNT MANAGER

● The Key Account Manager will surpass the customer's high expectations. He or she will be a part of the marketing management team, and lead the marketing team towards the customer account. Through excellent customer and internal contacts the KAM will market, negotiate and organise in order to top quality, budgets, and consolidated bottom line. The function includes leadership and work for the completion of market plans, complex contracts, and forecasts. Further it includes ownership of an implementation project and technical expertise.

To be successful you need to be a proactive, experienced, and teamworking human. You have an M.Sc. or equivalent with at least five years working experience and desirably four of those years with GSM marketing experience. Ability to build excellent relations and drive for results.

Contact: ERA/LP/AC Ulf Borison +46 8 757 15 80 ERA/LP/H Anita Malmström Wallner, Human Resources +46 8 404 24 29 Application: Ericsson Radio Systems AB SG/ERA/LP/HA Siw-Britt Johansson, 164 80 STOCKHOLM siw-britt.johansson@era.ericsson.se

Ericsson Ltd, UK

PROJECT MANAGER

● Key Responsibilities: Investigation of project requirements for all new products/services being delivered to customer. Identification of costs, resource requirements, delivery requirements etc. Control of 3rd party suppliers and subcontractors.

Qualifications/experience. HND or equivalent. Understanding of CME20 products. Several years Project management experience, preferably in the telecommunications industry. Experience with appropriate project management tools. Experience in controlling 3rd party suppliers or contractors.

Skills/Competencies: Customer focused, good team player, ability to explain/communicate complex issues, proven track record in demanding environments.

Contact: Recruiting Manager: David Pickard +44 1483 305973 etl.etlddp

Ericsson Radio Systems AB, Sundbyberg

PROCESSDEVELOPER FOR FURTHER DEVELOPMENT OF PROJECT MANAGEMENT.

Business units RMOG and RMOA use the PROPS application for implementation projects (PROPS-IP) when implementing mobile telephone systems to customers. The fast moving environment requires further development of our methods and tools. Today there is a web-based tool, training and a site database (PIRS) supporting the Project Manager when running the project. We are currently working to extend the project model to fit within the New Ericsson, and to develop additional tools. A true global virtual project office on

the web is one of our ideas. World Class Project Management is our vision.

● Your role is to act as: project manager for development of the project management process. lobbyist and member in various local and global working groups. creative theorist with a firm link to reality. teacher. guest-worker in real customer projects.

You will take initiative and co-ordinate the work with the total Implementation Project Management process within RMOG Time to Customer flow (TTC).

Your experience includes but is not limited to project management and process development.

Contact: Sven Jungmar, +46-8-7573281 Barna Boros, +46-8-4042030 Nils Ögren, +46-8-4047429 Application, marked Project Process: Ericsson Radio Systems AB Att: Siw-Britt Johansson, SG/ERA/LP/HA, SE-164 80 STOCKHOLM siw-britt.johansson@era.ericsson.se

Telefonaktiebolaget LM Ericsson, Corporate Human Resources

COMPETENCE AND TALENT MANAGEMENT

The Corporate Function Human Resources is a shared staff for the Corporate Executive Team and is focused both on strategy development and implementation of change. The central staff units represent expertise in defined areas. One of these areas is Competence and Talent Management.

Competence and Talent Management. Together with the global Ericsson organisation we define and develop the framework for Competence and Knowledge Management within Ericsson. In the areas Top Talent Management, University Management and Global Recruitment Policy our goal is to ensure that Ericsson will attract the best people globally. Presently we are two persons in the team, both with experience from technology, markets and line management. We are now looking for a third person to join us.

● You have several years' experience from Human Resources within Ericsson. You have worked with recruitment, and you work outside Sweden today. You shall be prepared to work in Sweden for a period of approximately two years and start at soon as possible.

Contact: Per-Olof Nyquist, LME/DK: Phone: +46 8 719 15 77 e-mail: per-olof.nyquist@lme.ericsson.se Application: Mats Bjerlov e-mail: mats.bjerlov@lme.ericsson.se Telefonaktiebolaget LM Ericsson HF/LME/P Mats Bjerlov S-126 25 Stockholm Sweden

LM Ericsson Israel Ltd (EOI)

has signed a contract for the supply of a complete GSM network in Israel. The project office is based outside Tel Aviv, and the first phase of the implementation process has already been completed. We are now entering the second and third phase of this rapidly expanding project, and are urgently looking for the following positions to be filled:

SYSTEM SPECIALIST CME 20 SS

● We are looking for a senior SS System Engineer with at least 5 years of experience of trouble-shooting in CME 20. Primary tasks are to lead and conduct in network investigations and resolving complex problem in the network. Provide technical advice and train support engineers and customer. You will report to the FSC Manager.

SENIOR SUPPORT ENGINEER SS/BSS

● We are looking for Senior Support Engineers with a minimum of 3 years of experience from customer support, for the Field Support Centre. Your main responsibilities will be implementation of new releases, Help desk, TR analysis, first line emergency support and trouble shooting (SW/HW). You will report to the FSC Manager.

DATA TRANSCRIPT ENGINEER

● We are looking for a senior DT Engineer with at least 3 years of experience, preferably with knowledge from BYB 501. Your main tasks will include producing a final module for all the existing nodes in the network, do DT for all feature expansions. Work with the customer in planning and introducing changes to the B-no, IMSI-analysis, charging, SAE, routing, International Roaming etc. both for the MSC and the BSC. Teach and train local employees. You will report to the Switch Project Manager.

ERIPAX (ROUTER) ENGINEER

● We are looking for someone with good knowledge of routers especially ERIPAX and X.25/LAN (TSP/IP) networks and experience in the setup of X.25 ports in the IOG etc. We require at least 2 years of experience in this area. Your main tasks will include responsibility of all new connections to the PFA units and installation of new PFA units in the network. Do configuration and fault handling of the units. Help the customer in planning their X.25 and LAN network to match the Ericsson recommendations. Teach and train the FSC, Customer and the local employees. You will report to the Switch Implementation Manager.

LEAD TESTER

● We are looking for someone with at least 3 years of experience and good system knowledge of all nodes within a GSM network, MSC, BSC, IN, ERIPAX, SMS, VMS, X.25, Integration and Acceptance. Knowledge of the BYB 501 is preferable. Your main tasks will be to lead and coordinate testing, integration, and acceptance for all existing and future nodes in the network. Ability to trace and correct faults. Teach and train local employees. You will report directly to the Switch Implementation Manager.

IN SPECIALIST / SUPPORT ENGINEER FOR IN (MOBILE IN SERVICES)

● We are looking for someone with at least 3-5 years of experience and good knowledge of the AXE and IN service test experience from either fixed or Mobile IN. Your major responsibilities will be to do test analysis and test planning, and prepare test specifications and test instructions. Conducting testing of IN service and leading the test teams. You will report directly to the FSC Manager.

All vacancies require long experience of AXE and GSM environment, international experience, and good communication and team skills.

Contact: Bernd Hult, Operations Manager, memoid EOI.EOIHULT Phone: +972 8 918 32 00 or Elisabeth Ramel, HR Manager, memoid: EOI.EOIHLRA Phone: +972 08 918 32 00 Application: LM Ericsson Israel Ltd ATT: Irene Snir 48 Derech Petach Tikva, 11th floor Tel Aviv 66 184 ISRAEL Fax: +972 08 918 32 62 memo: EOI.EOISNI

Ericsson Telecom AB

ACCESS PLATFORMS & STRATEGIC PRODUCT ARCHITECTURE

Ericsson lives in a new reality where telecom and datacom industries are converging at a rapid pace. Nowhere is that convergence more apparent than in the rapidly changing access area. Within access we see an increasing demand for greater bandwidth, lower cost of ownership and the provisioning of new services.

Product Unit Access and Product Offerings has been created to meet customer and end-user needs for future Access solutions. The Product unit has a broad product portfolio of both narrow-band and broadband access products.

To prosper in today's environment we must ensure that our products are built upon sound and future-proof platforms to be able to meet future requirements on both services and cost levels. To this end, a new unit has been formed within the Product Unit to deal with strategic choices of access platforms and architectures.

We have three openings in our team:

BROADBAND ACCESS SENIOR EXPERT

● You have an excellent understanding of current and future broadband technologies in the access network coupled with a good understanding of the technologies of the narrow-band network. Access network design is also one of your areas of knowledge.

SHD / SONET / WDM EXPERT

● You have an excellent understanding of the opportunities and challenges that these technologies bring into the access network.

ATM / IP EXPERT

● You have an excellent understanding of datacom networking and understand the issues involved in a mixed data / voice network.

All of these openings are senior positions.

As a team member you will analyze our competitors, the market and technical trends to enable you to steer our platform choices for the future. Customer presentations and support to marketing units are another part of your responsibilities. You will work in close cooperation with other product lines.

We are looking for a mix of people with long experience from access, data, radio, switching or transmission, men and women, from different countries. Good proficiency with English is necessary since we cooperate closely with our product providing companies and our markets. An extra language is a plus. As a person you have a strong driving force with a twist of diplomacy. You enjoy both strategic, technical and commercial challenges.

Contact: Mark Hannon, (Acting) Manager Access Platforms, +46 8 7195421, mark.hannon@etx.ericsson.se Catarina Larson-Östrand, Human Resources, +46 8 7190836, catarina.larson-astrand@etx.ericsson.se

Ericsson GmbH, Germany

TOTAL PROJECT MANAGER FOR CSS/GSM R9

The CSS/GSM project office at Herzogenrath is responsible for all GSM Circuit Switching Projects from TGO up to GA. We have the responsibility for overall

CSS/GSM resource management, CSS/GSM project roadmap establishment and coordination of all MSC/VLR development operations based at EED, EUS, ERA, LMF and IXG.

● The Total Project Manager will have to cover the relevant node-level projects (e.g. MSC/VLR, GDB, SOG/BGW) as well as ordering responsibility from our associated projects (e.g. AMC and UAB).

R9 will be Ericsson's GSM delivery for the year 2001, containing development for the traditional GSM customers, satellite operators, GSM-Railway and most likely parts of the 3rd generation system UMTS. The project volume is expected to be in the magnitude of ca. 600-800 kmh, excluding associated projects.

Contact: Human Resources Simon Seebass EED.EEDSIMS +49 2407 575 163 or EED/X/RC Abbas Sabokbar EED.EEDSAAB +49 2407 575 135

Ericsson Ltd, Product Line SDH, Horsham, UK

PRODUCT MANAGER

● Key responsibilities: The Product Manager is responsible and accountable for decisions regarding the technical direction of the products and for agreeing the technical and commercial elements of business development opportunities together with other organisations within Ericsson.

The product manager in particular has the following responsibilities: Develop product strategies and plans for specific product lines based on market requirements and trends. Maintain knowledge of developments in Transmission Systems and the market place including competitor information. Identify technical business opportunities and investigate required product evolution. Together with market and solutions organisations assess business opportunities, market values, and create business cases where appropriate. Actively support marketing of the product with general product features, unique selling points and business cases. Document product requirements in accordance with customer requirements and Ericsson's product evolution strategies. Provide support to the market and operations organisations in their business activities. Take part in regular technical review meetings with customers. Present technical information to the customer as appropriate. Act as prime technical interface towards supplier for product development, product characteristics and product financial issues

Qualifications / Experience: Minimum Electronic Engineering Degree OR. Combined Engineering/Business Administration Degree. At least 3 years in Product Management/related function.

Skills / Competencies: In-depth knowledge of SDH and/or associated products or technologies. Experience of marketing activities and customer relations. Understand specific products in the context of their market and competitors. Ability to focus on both internal and external customers and develop understanding of the issues they face in order to identify and meet their needs. Demonstrate confidence in persuading others to see the benefits of and agree to proposed ideas. Successful networker by proactively co-operating with colleagues across the organisation and in the industry.

Contact: Recruiting Manager: Tor Hammarstrom Manager's Title: Product Area Manager - SDH DXC +44-1403 277 424 ETL.ETLTHAM or HR Contact: Chris Vaughan +44 01403 277571 ETL.ETLCSVN

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Contact: Recruiting Manager Hakan Andersson Product Area Manager - SDH MUX +44-1403 277 426 ETL.ETLAHHH or HR Contact: Chris Vaughan +44 01403 277571 ETL.ETLCSVN Ericsson Ltd, Product Line SDH, Horsham

Ericsson Portugal

The network launch of Optimus, the third GSM operator in Portugal, has proven to be a huge success. Optimus utilises the latest of hardware and software e.g. BYB501 entirely, BSS R7 and a custom IN solution.

The Operations Department needs to grow in order to meet the resource demand on new implementations and expansions. We can guarantee a pleasant and dynamic working environment with the opportunity to work with the newest of Ericsson's products.

AXE TEST MANAGER

● Responsible for DT, test and integration of AXE nodes. Other activities: resource planning, work closely with the project office, initiate sub projects, quality assurance and Customer meetings etc.

AXE TEST COORDINATOR

● To assist the AXE Test Manager in the implementation work.

DT ENGINEERS SS/BSS/IN

● To work closely with the Customer to collect ER in order to build DT for new exchanges and expansions. Find ways and introduce new processes to shorten the DT lead time e.g. building working dumps. Support the Test Engineers in the field.

SS/BSS TEST ENGINEERS

● Test and integrate new BYB 501 nodes and expansions. Perform test preparations in the office to save time and gain quality.

IN AND 3rd PARTY ENGINEER

● To plan and execute implementation of OSS, ERIPAX, MINI-LINK, DXC, IN and other 3rd party products. Initiate sub projects and secure resources.

ITAC (INSTALLATION TECHNICAL ASSISTANTS) ENGINEER

● To function as a technical support within Operations. Keep updated with methods and tools to make sure these are available in the field. Work on acceptance procedures and quality. Interface between engineers in the field and helpdesks for specific parts of the system. Be able to assist the Project Office and Product Management in technical questions.

For all positions we require flexible individuals who takes initiative to get things done. Another important requirement is the ability to share knowledge to local staff. Portuguese or Spanish language skills are a big advantage. Driving licence is a must.

Contact: Martin Svanstrom SEP.SEPMASV / AXE Test Manager + 351 933 446 64 08 or Anders Ed SEP.SEPPAGE / Operations Manager + 351 1 933 446 64 47

Ericsson GmbH, Germany

We are looking for

ELECTRICAL/ELECTRONIC ENGINEERS

● You will be responsible for the implementation of our digital switching systems for mobile (GSM) and fixed networks. With special engineering-tools you will plan and configure the switch. Tasks like planning the hardware configuration, producing a floorplan layout of the switch with AutoCAD, specification of the installation material and production of the switch documentation are also part of your responsibility. Additionally you will co-ordinate the civil work activities for our turn-key projects or act as an advisor to the customer as to the technical building requirements (electrical, raised-floor etc) for the AXE switchroom.

You will fit well into our young team, if you have a technical orientated qualification and practical experience. Graduates as well as experienced technicians are welcome.

You have to like practical work. The PC is well liked tool for you and you have experience with WINDOWS, EXCEL and AutoCAD. Enthusiasm, team spirit and good communication skills are important characteristics as well as endurance and the ability to take stress.

Certainly it is important to be able to speak and write English, German is not essential.

We will offer you a demanding challenge, attractive social benefits as well as a good working climate in an future oriented and exciting environment.

Interested? Then please send us your application with expected salary and what date you could join Ericssons to: Ericsson GmbH, Heike Ganz, Fritz-Vomfelde-Str. 26, 40547 Dÿsseldorf, Germany

Nippon Ericsson K.K., Tokyo Japan —990112—

At Mobile Phones & Terminals we are developing and marketing Mobile Communication Terminals for the 2:nd generation PDC and the 3:rd generation W-CDMA products. Japan will be the first market to introduce W-CDMA products & services. Do you want a challenge and take the lead for the 3:rd generation products? This is the right opportunity.

SENIOR MANAGER STRATEGIC PLANNING & BUSINESS INTELLIGENCE

● You will lead the strategy planning work at NRJ/T and see to that the commonly agreed upon strategies are being implemented. You will also perform high quality Business Intelligence work that will enable NRJ/T to make the right decisions on strategies. Other responsibilities will include:

Act as project leader and take the overall Core 3 responsibility for the Commercial W-CDMA offer to NTT DoCoMo. Take part in strategy related work with Japan Telecom. Be responsible for Ericssons Strategic Planning Process. Monitoring ongoing standardization work. Monitoring all W-CDMA activities internally and externally.

You shall have a good knowledge about the Mobile Communication industry and of the Mobile market and trends in Japan and in the rest of the world. You shall also have good know how about mobile system and terminals, preferably about 3rd generation. Other requirements are know how about the Internet and Data application market and trends and analytical and strategic thinking.

SENIOR MANAGER PRODUCT MANAGEMENT MULTIMEDIA

● You will be working with defining and implementing Mobile Multimedia terminal business strategies, product strategies and product plans for 3rd generation W-CDMA. You will be working closely with our customers and with Ericsson system division, in order to define the BT range of terminals and application.

Work responsibilities includes: Analysis of the market segments, competition and definition of product requirements. Ensure that our business operation fulfil the objectives decided in the Ericsson Strategic Plan. Participate in the standardization groups and technical committees for Japan cellular standards. Implement product plans and initiate product development projects. Comply to the Ericsson values: Professionalism, Perseverance and Respect.

We are looking for a person with high knowledge of technology and business. You shall also have knowledge about applications, data communications (circuit and packet-switched) and functionality of communications interface and protocols. Internet and e-mail applications knowledge is also required. The person we are looking for is creative and visionary, entrepreneurial and driven.

Contact: Karin Enberg, HR Manager Phone: +81 3 3222 4710 Goran Skyttvall, Vice President Mobile Phones & Terminals Phone: +81 3 3222 3412 Please send your application to: Karin Enberg C/o Hiromi Hiraide e-mail: hiromi.hiraide@ericsson.co.jp

Ericsson Limited, Hong Kong

OSS SYSTEM SUPPORT ENGINEER

● To strengthen our support organization, we are looking for one OSS System Support Engineer for a long term contract in the Hong Kong Field Support Centre (EHK-FSC).

Objectives: To provide technical support to Ericsson's customers and to other Support Engineers in the FSC. To be accountable and responsible for the efficient running of the OSS System Support function within the FSC reporting to the Support Manager. To participate in project work from time-to-time including some GPRS activity, and also to help the customers make more efficient use of their day-to-day routines by utilising the OSS system.

Responsibilities: To assist in building up the expertise and to transfer knowledge within the department. To make judgement on the most efficient way, technically and economically, to solve a problem. To review, develop and improve the procedures in the FSC. To ensure that all activities within the department meet the Ericsson quality standards. To identify, investigate and report or solve problems of a complex nature. To be able to explain highly technical issues to different levels within the organisation.

Requirement: Degree in electronic engineering/telecoms or equivalent. A minimum of five years relevant experience where at least three years has been with OSS. You must have a broad knowledge of: Unix H/W & S/W, Sybase, X.25, trou-

ble-shooting, trouble-report handling, correction implementation, OSS administration and OSS operational facilities towards GSM.

Skills/Competence: Fluent in written and spoken English, excellent communication skills, result and customer focussed, a team player. Knowledge of Cantonese would be useful.

Contact: Brian Cakebread, E-mail brian.cakebread@ehk.ericsson.se Phone +852-2880-7828 (office) Fax +852-2590-9544 Memoid ehk.ehkbncc Application: Brian Cakebread, E-mail brian.cakebread@ehk.ericsson.se Phone +852-2880-7828 (office) Fax +852-2590-9544 Memoid ehk.ehkbncc

Ericsson Taiwan Ltd, Taipei, Taiwan

IN/SS PRODUCT MANAGER

Ericsson Taiwan welcomes you to join the exciting telecommunication market of Taiwan. The truly competitive market offers a mobile user more than 4 different GSM operators to choose from, and has increased the penetration from 7% to over 20% in less than a year. The strong economy continues to push the development of new services forward at a speed that is rarely seen elsewhere in the world. The Far East customer account is one of three mobile accounts at Ericsson Taiwan and supports an island wide dualband GSM network. The customer has successfully launched Prepaid and value added services such as real-time financial information. In order to continue to support the success of our customer we are now looking for an IN/SS Product Manager.

● **JOB DESCRIPTION:** You will be part of a product management team to identify customer needs and potential opportunities and to be responsible for promoting and managing products and solutions in the area of Intelligent Network (IN) and SS towards the customer. You will enjoy and continue to build the close relationship with the customer of one of the world's biggest dualband (GSM900 and GSM1800) systems. A close interaction internally with Marketing&Sales and Project Management is one of the keys to successfully manage the opportunities. You will further on develop local product knowledge at both the customer and at Ericsson Taiwan.

PROFILE: You have at least 5 years experience in telecommunications. GSM knowledge is preferred. You have at least 3 years experience of AXE and 2 years of IN, preferably in the role of LPM, OPM or SPM. Experience of customer relations is preferred. You are independent, self-motivated, analytical and business minded. You have excellent communication skills and English speaking and writing skills. Mandarin Chinese is a plus.

Contact: Human Resources: Manager of Product Management & Engineering: Tomas Ageskog, +886 931 161 989, tomas.ageskog@ert.ericsson.se

Ericsson telecommunications, Inc. (ENP) Manila, Philippines

The FIXED LINE FSC in Philippines has a vacancy for a

MASTER SUPPORT ENGINEER

● Job Description: The Field Support Center for Fixed line in the Philippines are responsible to provide technical support with emergency support to our main customers which serves 0.5M subscribers with 25 AXE nodes. The position will be placed in Ericsson HQ in Manila. Duration of assignment is 1 year.

Main Responsibilities: Trouble-shooting activities, HW and SW upgrades such as APZ upgrades/AC-A's/EC-A's, Emergency Handling, Consultancy Services. Transfer of knowledge to the local staff is of high importance. Included is also test, demo and implementation of new features.

Competence Requirements: Minimum 4 years test, a solid AXE knowledge of Transgate 2, Transgate 3 and Local 12.3 including an understanding of IN & OTN with minimum 3 years in Customer Support.. Ability to handle urgent SW problem as well as Emergency Situation's in the field. Good command of English and customer relations, and ability to work under pressure is a MUST for this position.

Contact: Helene Löfquist, FSC Manager Fixed-network ENP.ENPHL Phone: + 63 2 635 1847

Ericsson Telecommunications Romania S.R.L. - ETR

SS SUPPORT ENGINEER

Ericsson Telecommunications Romania SRL has been established since 1994 and has today 220 employees working with all Ericsson products. In 1997 ETR signed the contract with Mobifon, one of the mobile operators, dominated by Airtouch and TIW. Our customer had a flying start which surpassed all the expectations. The tempo is very high and the customer is in a tough competitive situation.

● We are now looking for an SS Support Engineer within our Support department. The objective of the job is to provide technical support in one or more of the system nodes that are operational in the customer network such as HLR, MSC/VLR, AUC/EIR,

SMS, MIN. This requires close relationship and interaction with the customer, strong technical background that enables the SS engineer to conduct fault analysis, trouble shooting and program correction handling in an efficient manner.

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

Requirements: you have experience of working within Customer Support, a good knowledge of support activities, providing emergency and day to day support, trouble report handling, trouble shooting on/off sites, system upgrade.

You have good command of written and spoken English.

Contact: Joakim Karlsson, Front Office Manager, Memoid:ETR.ETRJOAK or Simona Serban - Human Resource Manager, Memoid:ETR.ETRISIE Application: Simona Serban - Human Resource Manager, Memoid:ETR.ETRISIE

Ericsson Ltd, UK

ACCOUNT MANAGER (DATACOMMS)

● Main duties: Lead the datacomm and infocom account team within the Vodafone Customer facing unit. Responsible for the marketing sales and technical support of complete wireless GSM Data Product and service portfolio towards the customer. Involvement in tender/off activities. Selling data solutions to the customer.

Technical Competencies - GSM and/or Datacomm experience, preferably including competence in GPRS, ATM TCP/IP. An engineering degree and some business/economics knowledge would be desirable.

Business/Human Competencies - leadership skills and motivation to succeed, excellent communication and presentation skills to facilitate customer facing role, relationship building and selling competence.

Contact: Recruiting Manager - Jonathan Elliott tel: 01483 305701 memo - etl.etl@net@memo.ericsson.se

Ericsson K.f.t. Hungary

NETWORK DESIGN ENGINEER MANAGER - HUNGARY

Ericsson is working with preparation for the roll out of the new GSM1800 network in Hungary. We have started the project activities prior to license award in order to show commitment and capability to the customer and as well to meet the fast roll out program. We are currently in an intensive phase of the site acquisition in the Budapest area and very soon in whole of Hungary.

● As a manager for the growing number of RND engineers you will be a part of an young and dynamic organisation working with a project in a market where you compete with two existing GSM900 networks with very good quality.

At the same time you will build up and maintain a new organisation with processes and infrastructure. The cell planning work will contain tasks such as preparing nominal cell plans, nominations and customer presentations.

The position is for 6-12 months with location in Budapest. We require previous experience from roll out projects, fluent English, university degree as well as skills in managing a young and eager RND group.

Contact: ETH/K/PC Stefan Hedelius tel. +36 30 914 3402 E-mail: stefan.hedelius@eth.ericsson.se Application: Ericsson Kft ETH/H Agnes Eordogh H-1300 Bp. 3. Box 107 Budapest Hungary E-mail: agnes.eordogh@eth.ericsson.se

LM Ericsson Libya branch, TKX

EXPERIENCED TESTER SUPPORT ENGINEER

Ericsson have been active in Libya for more than 30 years. At present we are active in Public network projects, a GSM Mobile network project, and two Dedicated network projects. We also have a Business networks department and separate staff/service units, like HR, finance, Camp services. At present we are 120 employees, whereof 21 expatriate staff. All expats live in our well-maintained camp 25 km south of Tripoli, with swimming-pool, club house, tennis court, Sport Hall, etc.

● For our branch office in Libya we need to recruit two persons to our public Network projects with the local PTT.

Test Engineer: Should have very good knowledge of APZ and application system upgrades with minimum 5 years testing experience. Knowledge of Local 6 and Transgate 3 is a plus.

Support Engineer: Will be responsible for trouble shooting on/off site. HW/SW upgrades such as APZ and AS-changes.

Strong knowledge of test system, ability to trouble shoot S/W problems and data transcript. Knowledge of Local 6 and Transgate 3 is a plus.

Length of contract for both positions is one year.

Contact: Ranko Grudic, Project Manager, or Tommy Frederiksen, HR. Phone + 218 22 308 00, fax 308 05

Ericsson New Zealand

SYSTEM DESIGN ENGINEER

- Combine Career Development with Quality of Life

● As a result of an internal transfer, we need an experienced System Design Engineer for our Design Centre in Napier, New Zealand.

This is an opportunity to combine being part of an enthusiastic team of innovative engineers, with the quality of life that New Zealand provides.

This position involves the specification, design and verification of communication products from concept to customer. Competence in system design of new communications products including detailed analogue and digital design of hardware and software is what we are looking for in the successful applicant.

Duties include: system design of communication products; preparation of specifications based on market needs and international standards; detailed design including analogue hardware; design of EMC and DFM; occasional product training; project team management.

Applicants ideally will have a BE Electronics or equivalent and; good interpersonal and communication skills; strong analogue / hardware design skills; self motivation and ability to work in a team; experience with interfacing hardware and software

For further information on Ericsson New Zealand refer to our Webb site at www.ericsson.co.nz

Contact: Lynette Blackburn ENZ.ENZLMB or email lynette.blackburn@ericsson.co.nz Ericsson US.

AXE and OSS Troubleshooters needed in U.S.A, Totowa, New Jersey, 15 minutes from New York City

AXE TROUBLESHOOTERS

● We are currently seeking qualified engineers who can support GSM CMS40 for our two customers located on the East Coast of the U.S.A., Omnipoint and Sprint. The qualified candidate should already be working in a customer support organization or verification department.

The candidate should possess an in depth knowledge of Troubleshooting AXE problems using Test System, Plexview, and knowledge of ASA code. In addition, knowledge of how to use MHS and MSS is desired.

We are looking for immediate short term resources, 6 months, and long term resources throughout the beginning of 1999.

The area of expertise for AXE Troubleshooters are in MSC and BSC.

OSS TROUBLESHOOTERS

● We are currently looking for two OSS troubleshooters. They must already be working in a OSS support role, or in Design. The successful candidate should possess in depth UNIX knowledge, and be familiar with Sybase. Candidates with BGW, SOG or SMAS experience will be considered.

This is an excellent opportunity for professional, personal and cultural enrichment. Travel, on rotational call and team spirit are a requirement.

Contact: Customer Care Manager, David DiMenichi at +1 973 890 3596 or Memo EUS.EUSDDI or Resource Recruiter, Heather Nordin at +1 770 565 6991 or Memo EUS.QUSHENO

Ericsson Caribbean, San Juan, Puerto Rico

OSS TECHNICAL ASSISTANT SPECIALIST

● Job description We are looking for an "OSS System Expert" to work with OSS implementation and maintenance support for Puerto Rico, Jamaica, Grand Cayman and other Caribbean customers soon to follow.

To qualify, you must have worked with installation/support of OSS systems for at least 2 years and have a broad knowledge of Unix HW & SW, Sybase Administration, X.25, TCP/IP, TMOS platform and CMS8800 OSS Applications, System Administration and troubleshooting.

Requirements: Will be part of the support team in our FSC handling OSS matters, having as main responsibilities to participate in the on-call schedule to handle Emergency Situations, Implementation of new releases and corrections, and Trouble Report Handling. Person should be self-motivated and work easily with minimal supervision as well as within a team to achieve goals and customer requirements.

Good knowledge of English is a must, Spanish knowledge will be appreciated.

Initial contract: 1 yr. Expat (negotiable for 2 yrs.) Excellent benefits.

Contact: latest 990228: Jerry L. Barrera, Director, Caribbean FSC jerry.barrera@ericsson.com

If you had the freedom to create the perfect job, what would it look like ?

AMC and part of PN switching merged to CAPC. The Core Product Unit Application Core (CAPC) is responsible for providing Transit Switching and Network Access Functionality commonly used by all Ericsson's wireless and wireline systems and is heavily involved in system innovation initiatives. CAPC is headed from EED, Herzogenrath/Aachen and consists of CAPC Management, CAPC International Operations, TCS Design and System Integration Test. For further support of our teams we are looking for

Group Manager CAPC Verification Project-No.: 35/398

The activities of the group will be function test (target and simulated environment), System Integration Test and CAPC maintenance test. This group will also include the FT and SIT leaders on CAPC level.

The general responsibility of the group manager is to plan, lead and supervise the operations of the test group in CAPC. The main authorities and tasks are to perform appraisals, participate in recruitment, introduce new personnel and do competence development of the staff. It also includes to plan, establish and supervise the groups test activities and generate test strategies, quality assurance e.g. fulfilling the goals and resource planning.

As a suitable candidate, you are an Ericsson employee and should have good function test knowledge. You should be familiar in working in projects. Any managerial experience (e.g. as group manager, team leader or project manager) or experience in the traffic control area is a clear advantage.

System Maintenance Engineers Project-No.: 38/398

Your main authorities and tasks are to perform analysis of complex system faults and find a solutions to these fault. This may involve travel to the customer sites, which can be in any country where CAPC is in use. You would be expected to have knowledge in at least one mobile application system, and a broad AXE knowledge, detailed knowledge in at least two sub-systems is advantageous. You are expected to learn and develop across all the applications.

Key words on your personality, would be pro-active, self-initiative, outgoing, and result oriented. You would also be goal oriented and willing to share knowledge with others. As a suitable candidate you have good knowledge of mobile telephone systems, you are flexible, show initiative and have good communication & cooperation skills. The ability to work under pressure is also an important personal quality. Experiences from System Verification/Test are a clear advantage.

System Test Engineers Project-No.: 40/398

Your main authorities and tasks are to perform System Integration Test of CAPC products. This includes activities like Load test, Stability test, Robustness test and Accuracy test. Main areas are today IN, Datacom and ISDN. You will work with the definition and execution of SIT as well as trouble shooting on the faults found.

As a suitable candidate you have good knowledge of mobile telephone systems, you are flexible, show initiative and have good communication & cooperation skills. The ability to work under pressure is also an important personal quality. Experiences from System Verification/Test are a clear advantage.

The TEST unit will have as main responsibilities to perform verification of the CAPC product components and have an active role in CAPC customer support activities. The unit

will furthermore also be responsible for verification project both on main (CAPC) as well as subproject level. These projects perform in an international and intra-culture environment and is covering a vast range of development areas at the leading edge of technology, such as ISDN, IN and Internet accesses. To strengthen our activities we are looking for.

System Test Leader

Project-No.: 39/398

Your main authorities and tasks are to plan, coordinate and follow-up of System Integration test activities in the Overall CAPC projects. Furthermore you will also be the interface towards associated verification projects in project related matters and of course you will coach the team.

As a suitable candidate you have good knowledge of mobile telephone systems, you are flexible, show initiative and have good communication & cooperation, skills. The ability to work under pressure is also an important personal quality.

Furthermore, fluency in written and spoken English is required. You should be familiar with System Verification/Test and/or Customer Support. Previous managerial experience, e.g. as Projectleader/Testleader is a clear advantage.

Please contact:

Human Resources
Simon Seebass
EED.EEDSIMS
+49 2407 575 163

Manager CAPC Test
Mats Erlandsson
EED.EEDMERL
+49 2407 575 635

AXE10 Datacom Engineer

Project-No.: 16/398

The border between Telecommunication and Datacommunication is becoming more and more diffuse. CAPC needs to strengthen the competence in the datacom area focusing especially on Mobile interworking and TCP/IP. We need a person who can represent CAPC on the system level and who can contribute to the evolution of datacom within AXE10.

Your job would be to perform datacom system studies, investigations and to develop datacom strategies. Some of the results could then be objects for prototyping in a lab environment. You will cooperate with colleagues within the Mobile Applications, PN and UAB.

We are looking for a system or software engineer with at least 4 years of Ericsson experience, preferable TCP/IP and/or mobile Datacom experience.

Please contact:

Human Resources
Simon Seebass
EED.EEDSIMS
+49 02407 575 163

Group Manager Systems
Gert Wallin
EED.EEDGEW
+49 02407 575 8058

Source System Designer

Project-No.: 36/398

The general responsibility as source system designer is to prepare source system-documentation and maintain the source system. It also includes investigations of new tools and methods that could be used in the source system handling area.

The new challenge will be to introduce the products related to System 108, which is the system architecture that will be used in the future. A task that is growing in importance is the product handling coordination that needs to be done towards the different system modules being part of CAPC, and also towards the users of the CAPC products.

As a source system designer you will be involved in all phases of the CAPC projects, since it is becoming more and more important to discuss system structures early in the projects. In the CAPC projects there is always one source system designer appointed as team leader taking the responsibility for the tasks related to the handling of the source system in the project.

We are looking for an engineer with at least 3-4 years experience from software design or system design in an AM based system.

Please contact:

Human Resources
Simon Seebass
EED.EEDSIMS
+49 02407 575 163

Group Manager Systems
Kristina Martelius
EED.EEDNKA
+49 02407 575 692

CAPC Project Manager

Project-No.: 29/398

The CAPC project office has a dynamic group managing key projects at the core of all applications. These overall projects encompass subprojects and associated projects in the Netherlands, USA, Ireland, France, Mexico, Brasil, Canada, Croatia, Finland, Sweden, Norway, England, Spain, Italy, Germany and Greece covering a vast range of development areas at the leading edge of technology. Your task will be leading a large system project with full responsibility for fulfillment to our customer.

Requirements: Degree in Engineering with specialisation in telecommunications or equivalent. At least four years work experience in technical aspects of telecommunications. Three years of proven experience in project management and good knowledge of PROPS, project planning, budgeting and management methods. Good knowledge of mobile systems and Ericsson business practices would be an advantage. Travelling is a natural part of the job.

Please contact:

Human Resources
Simon Seebass
EED.EEDSIMS
+49 2407 575 163

Manager Project Office
Imo Freese
EED.EEDIWF
+49 2407 575 469

Process Engineer

Project-No.: 14/398

We are creating CAPC's software design environment of the future. This includes the evaluation and specification of new internal and external tools. We are looking for people who like to push the development and enhancement of the methods, processes and tools for system 108, which will be introduced for UMTS. You are responsible for the engineering of our future software design methods & tools, and support their introduction into our development projects.

As a suitable candidate, you should have at least two years of software design or process engineering experience. You should enjoy to work with process management in an international organisation and see this job as a challenge to establish a world class environment for our design and test activities. This position implies the opportunity to travel.

Please contact:

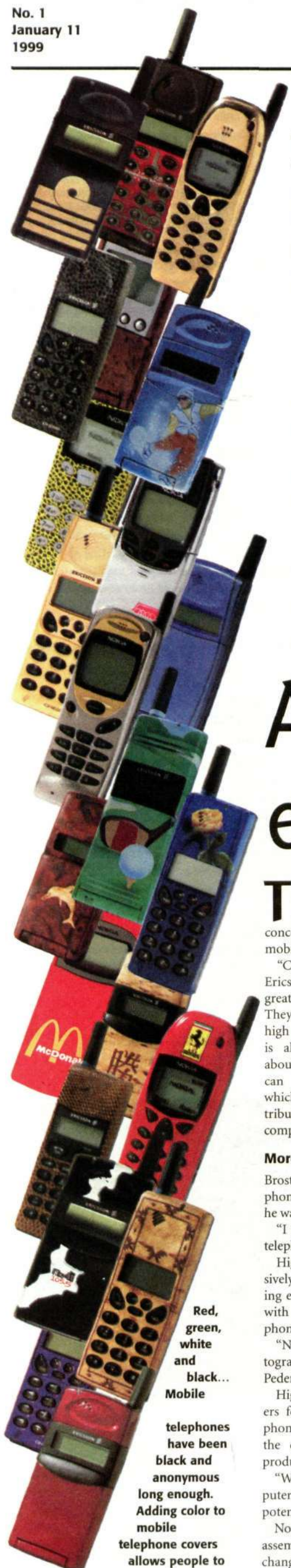
Human Resources
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Manager Methods&Quality
Andreas Bleeke
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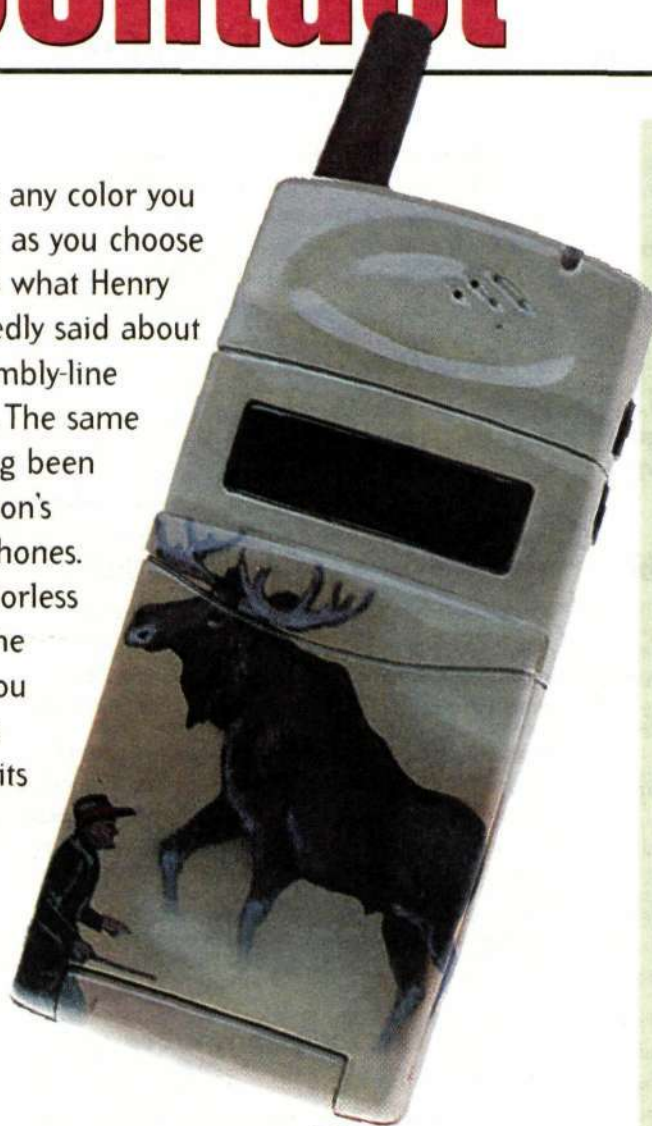


Make yourself heard.

ERICSSON



You can have any color you want, as long as you choose black. That is what Henry Ford supposedly said about the first assembly-line automobiles. The same thing has long been true of Ericsson's mobile telephones. But those colorless days are in the past - now you can choose a cover that suits you!



A cover for every taste

The design firm High Tech Art is working hard to change the look of mobile phones. Their whole business concept consists of refining the look of mobile phone covers, including Ericsson's.

"Collaborating with Ericsson involves a great deal of work. They demand very high quality. Ericsson is also very choosy about what the covers can look like and which ones can be distributed," according to company founder Peder Broström.



Peder Broström

More fun than retail

Broström began embellishing mobile telephone covers eight years ago. Prior to that, he was himself an Ericsson retailer.

"I found it was more fun to embellish telephones than sell them," he says.

High Tech Art has experimented extensively with its alternative cover designs, using everything from gold and hardwoods with intarsia inlay to promotional telephone covers with logos.

"Now we can even apply photographs to telephone covers," says Peder.

High Tech Art mostly sells covers for Ericsson and Nokia telephones, but they can also embellish the covers of other companies' products.

"We have started looking at computers, where we see considerable potential."

Not just anyone is allowed to disassemble Ericsson telephones and change their covers. At least, not if

the warranty is to remain valid. High Tech Art, which has its own service center, is authorized by Ericsson to open and service Ericsson telephones.

Since so few companies are authorized to switch covers, it has been difficult to sell alternative covers directly to the general public. Instead, such covers have mostly been issued in conjunction with promotional campaigns of various kinds. For example, High Tech Art produced special phone covers in connection with a recent James Bond movie.

For a Swedish action movie, High Tech Art supplied a telephone cover bearing a naval commander's insignia. And when King Carl XVI Gustaf of Sweden recently celebrated his 50th birthday, he was presented with an Ericsson telephone embossed with his personal insignia on the cover. That telephone cover was, of course, also made by High Tech Art.

In demand

Although many pirated covers for Ericsson telephones are in circulation, High Tech Art uses only original Ericsson covers, which ensures that the quality is high. On the other hand, it is sometimes difficult to obtain a supply of covers.

"Most recently, we had to wait six months after the Ericsson 688 model came out. It sold so well that there were never any extra covers available to us," says Peder.

Patrik Lindén

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A prickly version from High Tech Art.

UPCOMING

March 18-24: CeBIT Trade Fair in Hanover. One of the world's largest IT and Telecom fairs. Ericsson will have two large stands and Contact will also be there.

February 23-25: GSM Conference in Cannes. The GSM world will gather in Cannes to discuss future developments. Ericsson will present its new products. Watch out for the Contact report.

UPDATES

January 26: The American Standards business unit changed its name to TDMA Systems.

January 28: Ericsson presented its new state-of-the-art phone, the T 28, generating great interest from both the press and the public.

January 28: Ericsson announced its results for 1998. Yet another year with record profits. China remains the largest market.

NEW ASSIGNMENTS

Lennart Grabe will leave Ericsson to become CEO of Sweden Post. He joined Ericsson in 1981 and has held numerous management positions and was most recently Senior Vice President, Corporate Business Development.



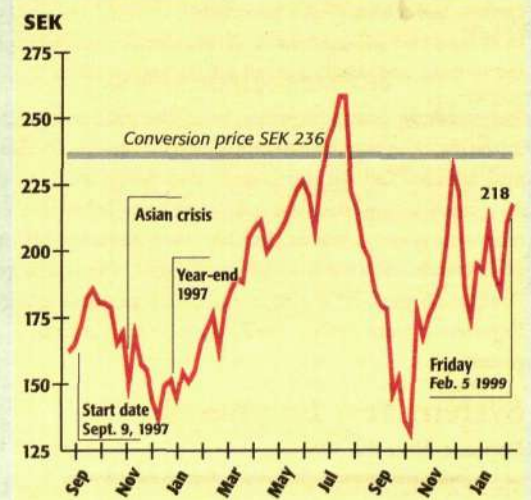
Lennart Grabe

Jan Signell has been appointed president of Ericsson in Taiwan. He is to transfer there from Ericsson in Malaysia.

Bengt Bergvall is to become new head of Ericsson in Argentina. His most recent position was that of president of Ericsson in Taiwan.

Sven Sundblad is the new president of Ericsson Business Systems. He was previously business development manager at the same company.

THE ERICSSON B SHARE



An Extraordinary General Meeting of shareholders on September 9, 1997, approved a proposed convertible debenture program. The conversion period extends through June 30, 2003. For additional information, access the web site: <http://inside.ericsson.se/converti.htm>



Red, green, white and black... Mobile telephones have been black and anonymous long enough. Adding color to mobile telephone covers allows people to