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# ERICSSON AND PORTO SEGURO CONECTA LAUNCH WI-FI CALLING IN BRAZIL

- Ericsson delivers Wi-Fi calling solution for Porto Seguro Conecta, the first MVNO to offer Wi-Fi calling in Latin America
- Service launched to improve voice experience, as only 25% of users in Brazil are satisfied with the quality, coverage and stability of voice calls
- 80% of Brazilian respondents in an Ericsson ConsumerLab survey interested in Wi-Fi calling

Mobile virtual network operator (MVNO) Porto Seguro Conecta has launched Wi-Fi calling on their network, with Ericsson (NASDAQ: ERIC) providing the service.

Planning for the Wi-Fi calling solution and network implementation began in 2015. With the commercial service now in operation, Porto Seguro becomes the first MVNO operator to offer Wi-Fi calling in Latin America. In addition to enabling the future introduction of new services, such as video calls, the solution will also enable seamless handover to the traditional mobile networks when voice over LTE (VoLTE) is available in Brazil.

Wi-Fi calling was the topic of an Ericsson ConsumerLab study, “Wi-Fi calling finds its voice,” which surveyed behavior and attitudes of consumers worldwide. The study found that in Brazil, 50% of smartphone users are satisfied with their indoor connectivity, but only 20% are satisfied with the quality, coverage and stability of voice calls.

Researchers also conducted surveys in the United States, where Wi-Fi calling has been available for some time. 50% of those who connected via Wi-Fi responded that extended voice coverage is a “most attractive” feature. 62% reported improved quality of voice calls after joining the service, and 70% said they are now able to make calls from all rooms and corners at home. In Brazil, two out of five respondents said they knew how this service works, and 80% said they found the concept attractive.

André Gualda, Ericsson ConsumerLab specialist in Latin America, said: “Even with the growing demand for access to social networks and streaming, voice calls are still an important form of communication. Consumers expect a form of uninterrupted, enhanced and easy to use communication. Therefore, calling over Wi-Fi is an interesting complement that will help operators to improve their customers’ user experience.”

Wi-Fi calling is already offered by several mobile operators around the world and allows users to conduct voice calls using a Wi-Fi network instead of traditional telephone

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connections, without bespoke applications in smartphones. One of the main advantages of the service is to provide better quality connections indoors where cellular signals may encounter challenges, such as in very tall buildings or garages.

This alternative supports higher quality audio, and enables subscribers to receive and place calls with little or no mobile coverage. "The quality of voice calls is an important factor for satisfaction and consequently to the operators' customer retention," said Gualda.

The Wi-Fi calling solution includes Ericsson Evolved Packet Core, IP Multimedia Subsystem, and Business Support Solutions, as well as services to install, support and manage the network.

### NOTES TO EDITORS

[Wi-Fi calling finds its voice](#)

[Ericsson empowers Porto Seguro Conecta with core network for LTE](#)

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