ERICSSON INNOVATION AWARDS

SEMI-FINALIST TEAMS CHOSEN

• Ten semi-finalist teams chosen in Ericsson Innovation Awards; finalists to be announced March 16, 2015

• 270 teams from 43 countries competed for top ten slots, four of the teams from Latin America and the Caribbean

• The theme for 2015 is “The Future of Learning”

The 10 semi-finalist teams in the Ericsson Innovation Awards have now been announced. The teams were chosen by a mix of an Ericsson expert jury and an open voting process that triggered over 47,000 votes globally. The teams have come up with innovative ideas about the future of learning, such as learning in a virtual reality world, a new holistic way to learn languages, and a way to bridge the gap between young and experienced learners and teachers. The ten teams represent the following countries: United States, The Netherlands, Ukraine, Germany, Senegal, United Arab Emirates and India.

Rodrigo Morgado, Head of New Business Development and Innovation, Ericsson Latin America, says: “The Ericsson Innovation Awards is an important initiative in Region Latin America because it helps our Regional Innovation Center to identify potential professionals with the right innovation skills to be part of our organization. Great innovative ideas, by definition, are not accepted at first. This kind of challenge leads the teams to experiment, perform demonstrations and work to have their ideas accepted and internalized by a big organization. This is the kind of innovation spirit we are looking for.”

Started in 2009, the competition began as the Ericsson Application Awards, a research and development initiative to spark app development and boost innovation.

In 2015, the competition changed its name to the Ericsson Innovation Awards, and the scope was broadened to target university talent globally. It has moved from being a competition based on app development to one focusing on innovation.

With education playing a key part in the move toward Ericsson’s vision of the Networked Society – where everything that can be connected will be connected – the 2015 theme is The Future of Learning.

The competition has been open to students from any academic institution, and in 2015, 270 teams from 43 countries have entered. Four of those teams hailed from Latin America and the Caribbean, representing universities in Argentina, Brazil and Jamaica.

The finalists will be announced on March 16.
The finalists will then gather at Ericsson’s headquarters in Sweden, where the winners will be revealed on April 15.

ABOUT THE COMPETITION:

Each team was required to provide a product description document, a business case and a description of why their idea should be chosen, along with contact information.

Ten semifinalists have been chosen by a mix of an Ericsson jury and an open voting process. The Ericsson jury will now whittle down this group to the four teams that will make it to the finals.

A specially composed finalist jury will then decide who gets first, second and third place.

The prizes are EUR 25,000 for first place, EUR 10,000 for second place and EUR 5,000 for third. All 10 semifinalists will be invited to an interview with Ericsson, with the possibility of landing either a job or an internship with the competition after their studies.

The evaluation criteria for 2015 are:

- Positive impact on Corporate Social Responsibility (CSR) — Technology For Good
- Potential for multiple markets
- Potential value in terms of revenue creation or cost reduction
- Ease of development and deployment
- Innovative solution

NOTES TO EDITORS

The future of learning - Ericsson innovation awards 2015
Ericsson Innovation Awards site
Ericsson Innovation Awards on Facebook

Download high-resolution photos and broadcast-quality video at www.ericsson.com/press

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Our services, software and infrastructure – especially in mobility, broadband and the cloud – are enabling the telecom industry and other sectors to do better business, increase efficiency, improve the user experience and capture new opportunities.
PRESS RELEASE
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With more than 110,000 professionals and customers in 180 countries, we combine global scale with technology and services leadership. We support networks that connect more than 2.5 billion subscribers. Forty percent of the world’s mobile traffic is carried over Ericsson networks. And our investments in research and development ensure that our solutions – and our customers – stay in front.

Founded in 1876, Ericsson has its headquarters in Stockholm, Sweden. Net sales in 2013 were SEK 227.4 billion (USD 34.9 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York.

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