

## **Ericsson, Sony and Sony Ericsson to demonstrate new multimedia experience for the connected home**

**During Broadband World Forum in Berlin October 8-11, Ericsson (NASDAQ:ERIC), Sony (NYSE:SNE) and Sony Ericsson will jointly demonstrate the possibilities of new multimedia experiences between mobile handsets and home network devices. The combination of technologies based on IMS and DLNA standards will enable consumers to access innovative multimedia services anywhere, anytime and on any device.**

Continuing the successful technology collaboration between Ericsson and Sony, as demonstrated at Globalcomm in June 2006, the collaborative partnership now includes Sony Ericsson, bringing together three important areas - consumer electronics, telecom networks and mobile phone devices - to address a complete ecosystem.

Ericsson, Sony and Sony Ericsson are developing, prototyping and exploiting an interworking solution that will connect Digital Living Network Alliance (DLNA) based consumer devices to IP Multimedia Subsystem (IMS) based services via gateways based on the Home IMS Gateway concept.

This solution allows consumers to enjoy new multimedia experiences between mobile and home networked devices, empowering the access, control and sharing of content stored at home using any device anywhere, as well as communication services such as presence and messaging.

Jan Wäreby, Senior Vice President and Head of Business Unit Multimedia, Ericsson, says: "Ericsson is once again playing the role of innovator, driving the standardization of IMS at the same time that electronic companies develop their DLNA standardization. Ericsson makes sure that harmonization and collaboration takes place so that operators can maximize the huge potential of IMS, and consumers enjoy a richer multimedia experience. Our partnership with Sony and Sony Ericsson is evolving and will provide further benefits to the multimedia industry."

Keiichiro Shimada, Senior Vice President and President of Technology Development Group, Corporate R&D, Sony Corporation, says: "We are very pleased to have this opportunity to demonstrate our technological collaboration with Ericsson and Sony Ericsson Mobile Communications. This demonstration shows how the combination of the two crucial standards can enrich end-users' communication and entertainment."

Rikko Sakaguchi, Senior Vice President, Head of Portfolio & Propositions, Sony Ericsson, says: “We are truly excited to be a part of such a unique collaboration, which symbolizes a new beginning for mobile communication beyond mobile phone devices. The interworking of IMS and DLNA introduces users to new ways of communication with the possibility of enjoying and sharing rich multimedia content anytime, anywhere, on any device and with anyone. At Sony Ericsson we strive to energize the experience of communication.”

At the Broadband World Forum, the three companies will demonstrate IPTV, remote media access and place-shift TV services. In the demonstration a Sony prototype TV connects into Ericsson’s IMS-based service backend and IPTV Core via a home server (SIP-to-DLNA interworking) and the Home IMS Gateway. Mobile media access and remote place-shift control will be demonstrated on a Sony Ericsson P1 mobile phone.

#### **Notes to the editors:**

Earlier press release regarding the technology collaboration:

[www.ericsson.com/ericsson/press/releases/20060605-1054033.shtml](http://www.ericsson.com/ericsson/press/releases/20060605-1054033.shtml)

*Ericsson is shaping the future of Mobile and Broadband Internet communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the world.*

Read more at [www.ericsson.com](http://www.ericsson.com)

#### **FOR FURTHER INFORMATION, PLEASE CONTACT**

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#### **About Sony Corporation**

Sony Corporation is a leading manufacturer of audio, video, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and on-line businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately \$70 billion for the fiscal year ended March 31, 2007. Sony Global Web Site: [www.sony.net](http://www.sony.net)

#### **About Sony Ericsson**

Sony Ericsson Mobile Communications was established as a 50-50 joint venture by Sony and Ericsson in October 2001, with global corporate functions located in London. The company serves the worldwide communications market with innovative and feature-rich mobile phones, accessories and PC-cards, and it has R&D sites in Europe, Japan, China, India and America. Sony Ericsson is the title sponsor of the Women's Tennis Association and works with the Association to promote the Sony Ericsson WTA Tour in over 80 cities during the year. For more information, please visit [www.sonyericsson.com](http://www.sonyericsson.com)

**About Ericsson IMS**

Ericsson IMS can today provide fixed, mobile and enterprise users with a range of new services, such as IMS Push to Talk, IMS weShare (combinational services for sharing media while talking) and IMS Multimedia Telephony (including IP telephony and IP Centrex). Additional IMS services will continuously be developed - by Ericsson or other companies - making Ericsson IMS a future-proof and cost-effective selection for operators.

Ericsson IMS offers services over packet-based networks and is a cornerstone for an efficient IP-centric network environment. It complies with the 3GPP/3GPP2 IMS standard. Standards are critical for user adoption as they allow access to services that function seamlessly over networks provided by different suppliers.

Ericsson is the leader in the IMS area with 39 IMS system contracts for commercial launch and an additional 13 trials, distributed over the Americas, Europe, Asia and Africa.

**About DLNA**

Read more at [www.dlna.org](http://www.dlna.org)