

## **Ericsson wins inaugural award for energy-efficiency innovation in China**

**Ericsson's (NASDAQ: ERIC) ongoing commitment to energy-efficiency improvements has received recognition in the form of an award from the China Center for Information Industry Development (CCID).**

Ericsson accepted the China Information Industry Energy-Efficiency Innovation Award at a ceremony on December 7, as part of the seventh Annual Economic Conference of China IT Industry in Beijing. It was the first time the CCID – a think tank under the direction of the Ministry of Information Industry – included the category in its awards program, reflecting the Chinese Government's new policy in this area.

Mats H Olsson, President of Ericsson China, says: "We are honored to receive this award. Ericsson pays great attention to energy efficiency, and is dedicated to leading the telecommunications industry in improving environmental performance for the future. We hope that our cutting-edge telecommunications technologies can assist the process of sustainable development in China."

Ericsson's work to improve the energy efficiency of its products as well as overall network energy optimization, are among the reasons the judging panel of industry experts and university professors selected Ericsson for the award.

Ericsson has committed to improve the energy efficiency of its base stations by up to 80 percent by the end of 2008 compared to levels of 2001. Among the company's other recent achievements is the introduction of the Ericsson Tower Tube. An innovative way of designing radio base stations, this has led to a 30 percent reduction in carbon dioxide emissions associated with construction, and a 40 percent reduction in energy consumption, significantly reducing their environmental impact as well as operational expenditure.

Another example is recently launched BTS Standby Feature, which during periods of low network traffic, effectively puts those parts of the network that are not being used in standby mode – overcoming the traditional practice of having radio equipment continually turned on.

Ericsson is also leading the push towards alternative energy sources. Its work with biofuels and solar power is not only cutting carbon dioxide emissions, but making telecommunications available in areas where traditional power options are either unavailable or unreliable. Ericsson installed its first solar site in 2000, and since then has seen a steady rise in interest among operators worldwide for such solutions.

Ericsson's ongoing focus on environmental work has led to numerous honors, including being recognized as the only equipment vendor on the Carbon Disclosure Project's Climate Disclosure Leadership Index.

**Note to editors:**

Read more about Ericsson's world-leading efforts in the corporate responsibility area at:

[www.ericsson.com/ericsson/corporate\\_responsibility/index.shtml](http://www.ericsson.com/ericsson/corporate_responsibility/index.shtml)

[www.ericsson.com/campaign/sustainable\\_mobile\\_communications](http://www.ericsson.com/campaign/sustainable_mobile_communications)

The Base Transceiver Station (BTS) Standby feature has been renamed to; Base Transceiver Station Power Savings feature. **(updated Dec.13)**

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