

Ericsson U360 mobile platform selected by ASUSTeK for launch of HSPA PC card

Ericsson (NASDAQ:ERIC) today announced that its U360 mobile platform has been selected by Taiwanese mobile device manufacturer ASUSTeK Computer for its recently launched T500 PC card.

Ericsson's U360 platform is an EDGE/WCDMA/HSPA platform with quad-band EDGE as well as triple-band HSPA capabilities on the downlink. It represents one of the smallest, yet most powerful and stable commercially available multimedia platforms.

Ericsson's U360 solution also offers high levels of silicon integration and low power consumption, providing greater cost-effectiveness.

The T500 PC card provides users with high-speed mobile broadband and offers special phone communication functions for the desktop or notebook

HC Hung, President of Digital Mobile at ASUSTeK, says: "Ericsson's U360 platform offers high performance in a small, stable and cost-effective package. It's an essential ingredient in the creation of our cutting-edge PC card and will ensure we can offer a first-rate experience for end users."

Robert Puskaric, Head of Ericsson Mobile Platforms, says: "We are proud to continue our longstanding relationship with ASUSTeK and support them with the launch of their T500 PC card. The move is a significant milestone and reflects Ericsson's expertise in offering strong platforms that generate cost-competitive and feature-rich mobile solutions."

The T500 was launched in October in Hong Kong. It will debut in Asian markets and is expected to reach both Europe and the US at a later stage.

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 <http://www.ericsson.com/press>

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