

**PRESS RELEASE****Ericsson and Telstra's Next G network increases enterprise productivity**

**A new study into Australian operator Telstra's Next G™ network, supplied and installed by Ericsson (NASDAQ: ERIC), reveals significant productivity gains are being enjoyed by business users of the new mobile broadband service.**

The study, commissioned by Telstra and Ericsson, and conducted by independent consultancy firm Econtech, confirms the HSPA-enabled 3G network is delivering direct business benefits across the country.

Econtech conducted detailed interviews with 26 businesses, from 15 industries, with an average seven-and-a-half month usage of Next G™ – Next G™ went live in October 2006, providing best-in-class mobile coverage to 98 percent of the population.

The study identified productivity gains of 9.3 percent on average and as high as 27 percent. The study determined that the video telephony and high-speed mobile broadband capabilities of Next G™, in particular, are being put to good use, especially by businesses operating in outlying areas or with staff who are frequently away from their offices.

For example:

- Remote access to the corporate network makes working away from the office easier, and overcomes the need for staff in the office to support remote staff, making both remote and office-based employees more efficient.
- The ability to access the Internet while traveling converts “dead time” to productive time.
- Video telephony is being used for on-the-spot technical troubleshooting, such as transmitting live images of difficult repair tasks to colleagues for advice and guidance.

Deena Shiff, Group Managing Director, Telstra Business, says mobile communication is revolutionizing the way Australian businesses operate. “This independent research has confirmed that businesses are discovering new and innovative ways to use mobile phones and mobile Internet, and this is helping their bottom line,” she says.

“Companies of all sizes are integrating Next G™ mobile technology into their everyday business dealings, which in some instances has helped customers achieve productivity gains as high as 27 percent.”

Sam Saba, Director of Ericsson Australia and New Zealand, says the study reveals that Next G™ consistently makes it easier and more efficient to work in the field. "As the leader in mobile networks, Ericsson has long been aware of the benefits of WCDMA/HSPA technology. This research quantifies those benefits in relation to productivity gains and underlines the impact Telstra's Next G™ network is having on Australian businesses."

As well as faster connections and increased capacity to send and receive large data files, the enhanced mobile network has improved coverage so that business users can work in more places than ever before.

*Ericsson is the world's leading provider of technology and services to telecom operators. The market leader in 2G and 3G mobile technologies, Ericsson supplies communications services and manages networks that serve more than 185 million subscribers. The company's portfolio comprises mobile and fixed network infrastructure, and broadband and multimedia solutions for operators, enterprises and developers. The Sony Ericsson joint venture provides consumers with feature-rich personal mobile devices.*

*Ericsson is advancing its vision of 'communication for all' through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 70,000 employees generated revenue of USD 27.9 billion (SEK 189 billion) in 2007. Founded in 1876 and headquartered in Stockholm, Sweden, Ericsson is listed on the Stockholm, London and NASDAQ stock exchanges.*

For more information, visit [www.ericsson.com](http://www.ericsson.com) or [www.ericsson.mobi](http://www.ericsson.mobi).

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

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### **About Ericsson's HSPA solution**

HSPA stands for High-Speed Packet Access. An inherent advantage of HSPA is that the technology is a natural extension of existing WCDMA/GSM networks, or about 85 percent of the world's existing wireless networks, and therefore has the potential to be readily available to a large number of wireless users, creating a mass market for mobile broadband. By 2010, 71 percent of mobile broadband connections are projected to be HSPA-based.

Ericsson's HSPA mobile broadband solution, part of the company's Full Service Broadband offering, today enables download speeds of up to 14.4Mbps and upload speeds of 1.4Mbps. The advanced technology lets operators more than double their system capacity and cuts response times for interactive services. On average, users will be able to download 20 times faster than with a GSM/GPRS connection. Future evolution steps will increase the HSPA download speed to 42Mbps and the upload speed to 12Mbps. Ericsson offers HSPA support on many frequency bands ranging from 850MHz to 2.6GHz.