

Ericsson launches stylish new site solution

Finding new locations for radio base stations is a growing challenge, especially in urban and suburban areas. Ericsson's (NASDAQ:ERIC) new solution addresses this challenge by being as eye-catching, or as unobtrusive, as required in order to shorten the time needed to obtain building permission from authorities. The site is designed by renowned Scandinavian architect Thomas Sandell.

The Ericsson Capsule Site is a new innovative radio base station site designed for use in urban areas and to empower sustainable societies by enabling faster mobile broadband rollout. It is equally adept at becoming a focal point in a town square, or blending into the background at the side of a road, for example. Designed to complement any urban or suburban space – it will contribute with the fill-in coverage that is increasingly needed as demand for mobile broadband takes off.

The Ericsson Capsule Site is an “all-in-one” solution encapsulating all necessary equipment, thereby reducing installation time by up to 50 percent, and reducing costs by up to 30 percent. It is delivered in an innovative ‘flat-pack’ form, making transport significantly easier and can be assembled in less than one day. The site cover, made of composite, weighs only 800 kg.

With the possibility to customize the appearance of the site with colors and illumination, operators will have huge branding opportunities and can adapt the visual impact of the base station in an urban environment. The site can be equipped with touch screens and advertising space, providing the operator with new revenue opportunities.

Ulf Ewaldsson, Vice President and Head of Product Area Radio Networks at Ericsson, says: “Ericsson strives to constantly redefine the telecommunications landscape with its innovative technology and design. With its small footprint and ability to blend into its surroundings, the solution reflects our commitment to the development of sustainable societies. The Capsule Site provides operators with new possibilities, from increased alternatives for site locations to new revenue opportunities.”

The first Ericsson Capsule Site will be launched June 17 at the Volvo Ocean Race stopover in Stockholm, Sweden. It is designed by renowned Swedish architect and designer, Thomas Sandell, who also designed the award-winning Ericsson Tower Tube.

Notes to editors:

More information about Ericsson Capsule Site:

www.ericsson.com/solutions/capsulesite

More multimedia content is available at the Ericsson broadcast room:

www.ericsson.com/broadcast_room

Ericsson is the world's leading provider of technology and services to telecom operators. Ericsson is the leader in 2G, 3G and 4G mobile technologies, and provides support for networks with over 1 billion subscribers and has a leading position in managed services. The company's portfolio comprises of mobile and fixed network infrastructure, telecom services, software, broadband and multimedia solutions for operators, enterprises and the media industry. The Sony Ericsson and ST-Ericsson joint ventures provide consumers with feature-rich personal mobile devices.

Ericsson is advancing its vision of "to be the prime driver in an all-communicating world" through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 75,000 employees generated revenue of SEK 209 billion (USD 32.2 billion) in 2008. Founded in 1876 with the headquarters in Stockholm, Sweden, Ericsson is listed on OMX NASDAQ, Stockholm and NASDAQ New York.

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