

Ericsson launches Connected Home Gateway software enabling multimedia services to the home

Ericsson (NASDAQ:ERIC) will launch its Connected Home Gateway software at the Mobile World Congress in Barcelona, Spain, giving consumers the freedom to access and interact with their home multimedia devices, services and media, wherever they are. The gateway also enables one single entry point for IPTV and multimedia telephony services into the home.

Installed in the home, Ericsson Connected Home Gateway achieves all of this by providing a secure connection between consumers' digital home networks and the telecommunications network, and a single point of entry for IPTV and communication services, such as multimedia telephony.

Consumers can then use their mobile devices, such as mobile phone and laptops to communicate directly with their computer, TV or media player. This allows them to access their media libraries while on the move, for example sharing photos and videos with their family and friends.

Jan Wäreby, Senior Vice President and Head of Ericsson's Multimedia Business, says: "The Connected Home Gateway brings simplicity and gives users true control of their everyday communication and media services. It meets a market need, allowing operators to expand their customer base and generate revenue."

The Connected Home Gateway is compliant with telecom and consumer electronic standards, such as IMS, Open IPTV Forum and the Digital Living Network Alliance, ensuring interoperability and ease-of-use between a wide range of commercially available devices. The new range of enriched services can therefore be launched quickly, without the expense and inconvenience of developing specialized devices.

By acting as a central multimedia outlet in the home, the Connected Home Gateway serves as a single service-delivery platform and allows remote management for service provisioning and maintenance, helping to minimize operational costs.

Ericsson will demonstrate the Connected Home Gateway, together with commercially available consumer electronic devices, at the Mobile World Congress in Barcelona, Spain, between February 16 and 19.

Notes to editors:

Ericsson's standard multimedia content is available at the broadcast room:

www.ericsson.com/broadcast_room

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 250 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 billion (SEK 209 billion) in 2008. Founded in 1876 and headquartered in Stockholm, Sweden, Ericsson is listed on OMX Nordic Exchange Stockholm and NASDAQ

For more information, visit www.ericsson.com or www.ericsson.mobi.

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About Ericsson's IMS solution

Ericsson IMS is an end-to-end solution that gives operators immediate revenue opportunities when evolving to all-IP operations. It enables seamless access to a wide range of new multimedia services across both fixed and mobile networks. Ericsson IMS Solution includes a converged IMS core infrastructure, as well as application servers and service enablers for common functions that can be reused by multiple fixed and mobile applications. The IMS solution is a part of Ericsson's Full Service Broadband offering.

About the Digital Living Network Alliance

DLNA is the prevailing standard for home networking. DLNA was founded by worldwide industry leaders in consumer electronics, mobile and PC industries in 2003. In 2006, more than 250 member companies, including manufacturers, software and application developers, hardware vendors, retailers and content providers, support DLNA with the vision of a interoperable network of CE, mobile and PC products in the home.

DLNA has published industrial design guidelines that enable home and mobile networked devices to share various digital media seamlessly, including personal content, broadcast content, packaged media and broadband content including IPTV. DLNA provides an ideal solution, allowing consumers to enjoy digital media, video, audio and images, regardless of the source, using any device in the home.

DLNA guidelines refer to established, open, industry standards and specifications, and provide vendors with information to develop interoperable manner. DLNA is a technology framework comprising the technical components needed to distribute and share digital media over IP networks. Read more at: <http://www.dlna.org>.

About Open IPTV Forum

Read more at www.openiptvforum.org