



ERICSSON

TASTE OF BARCELONA

COMMSALLIANCE
MAY 2015

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Ericsson Australia

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AGENDA



Mobile World Congress 2015 at a Glance

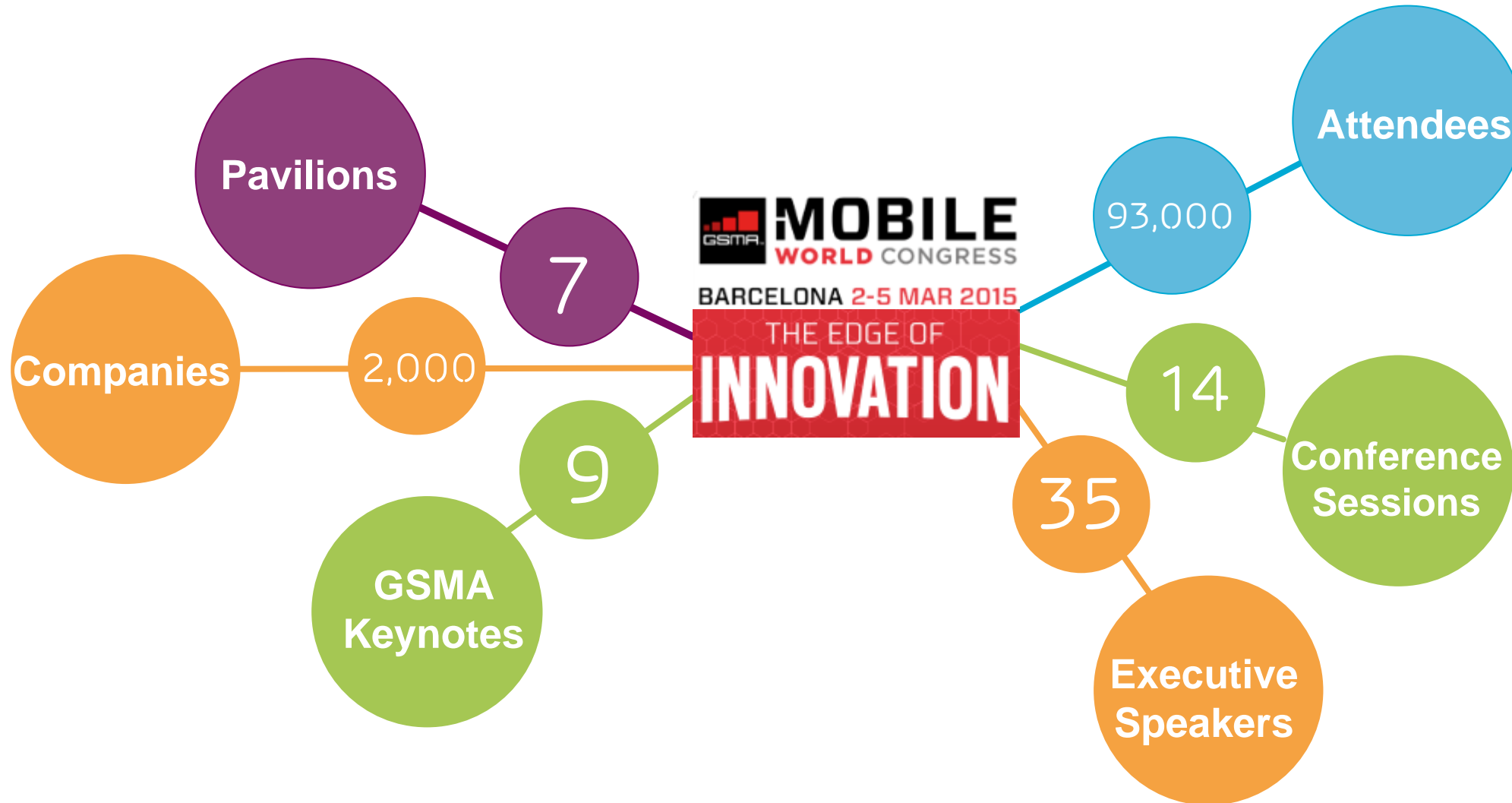
Key Industry Themes

The Ericsson Hall Experience

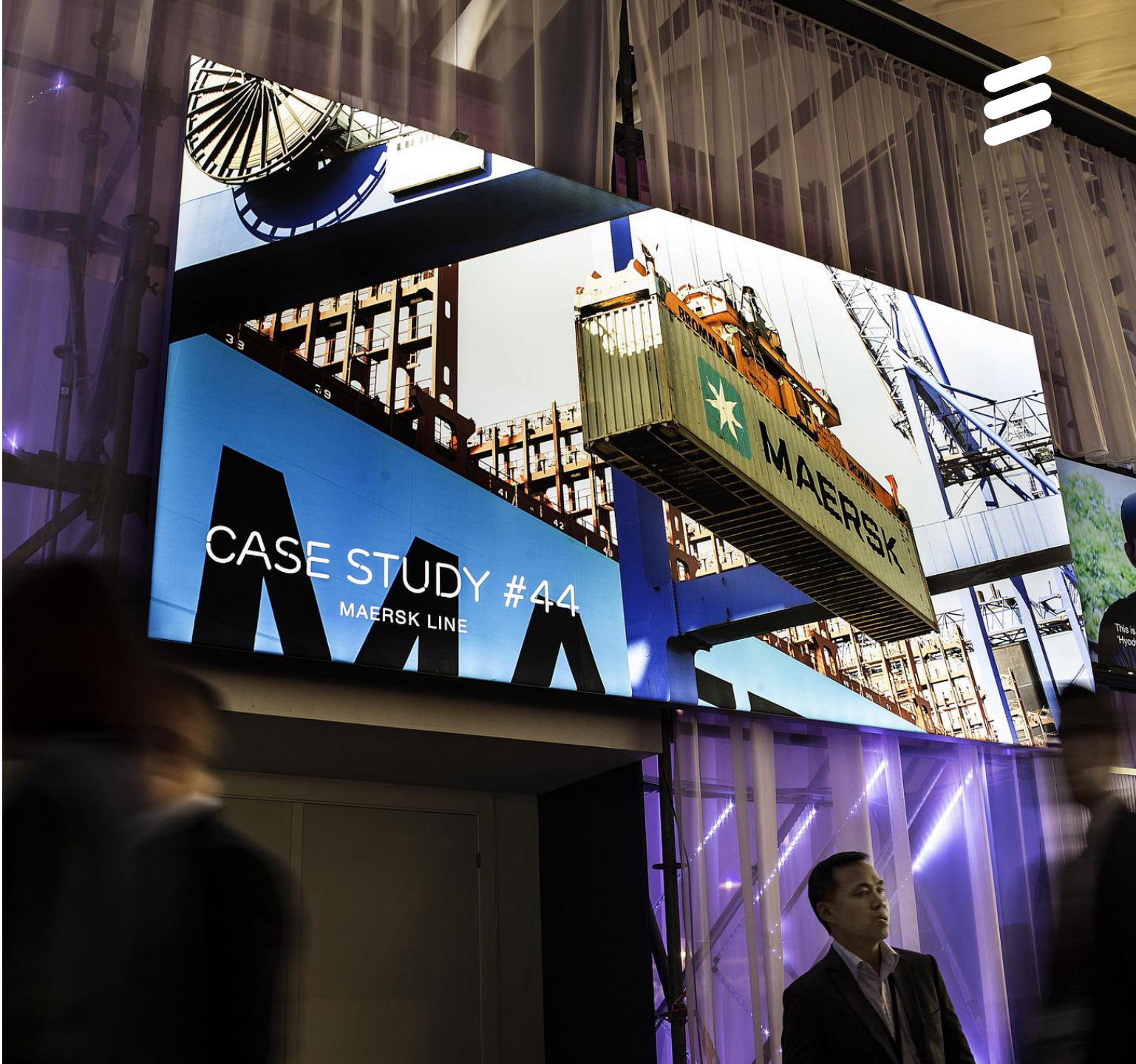
MWC 2015 @ A GLANCE



'THE EDGE OF INNOVATION'



KEY INDUSTRY THEMES



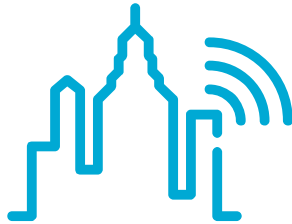
KEY INDUSTRY THEMES



CLOUD



**SMALL
CELLS**



5G



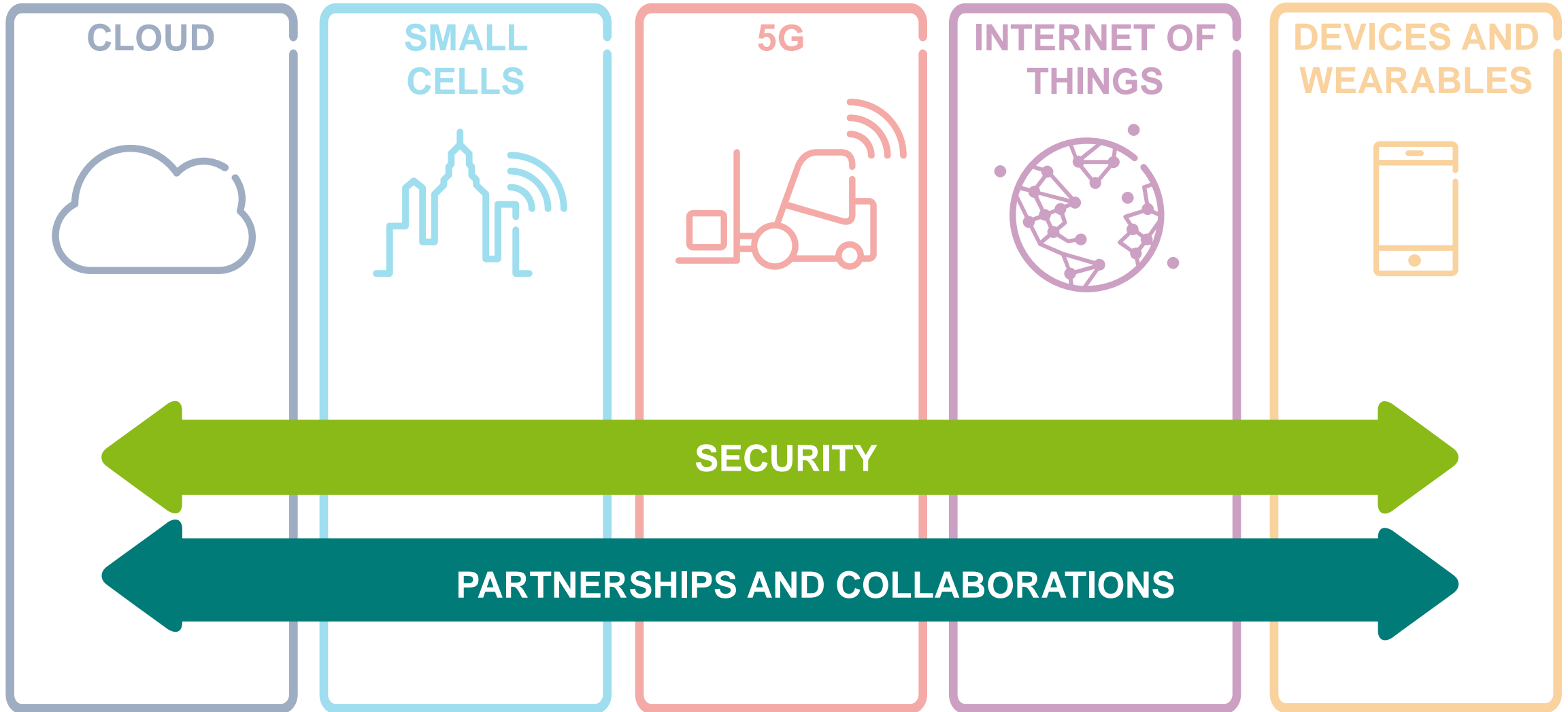
**INTERNET OF
THINGS**



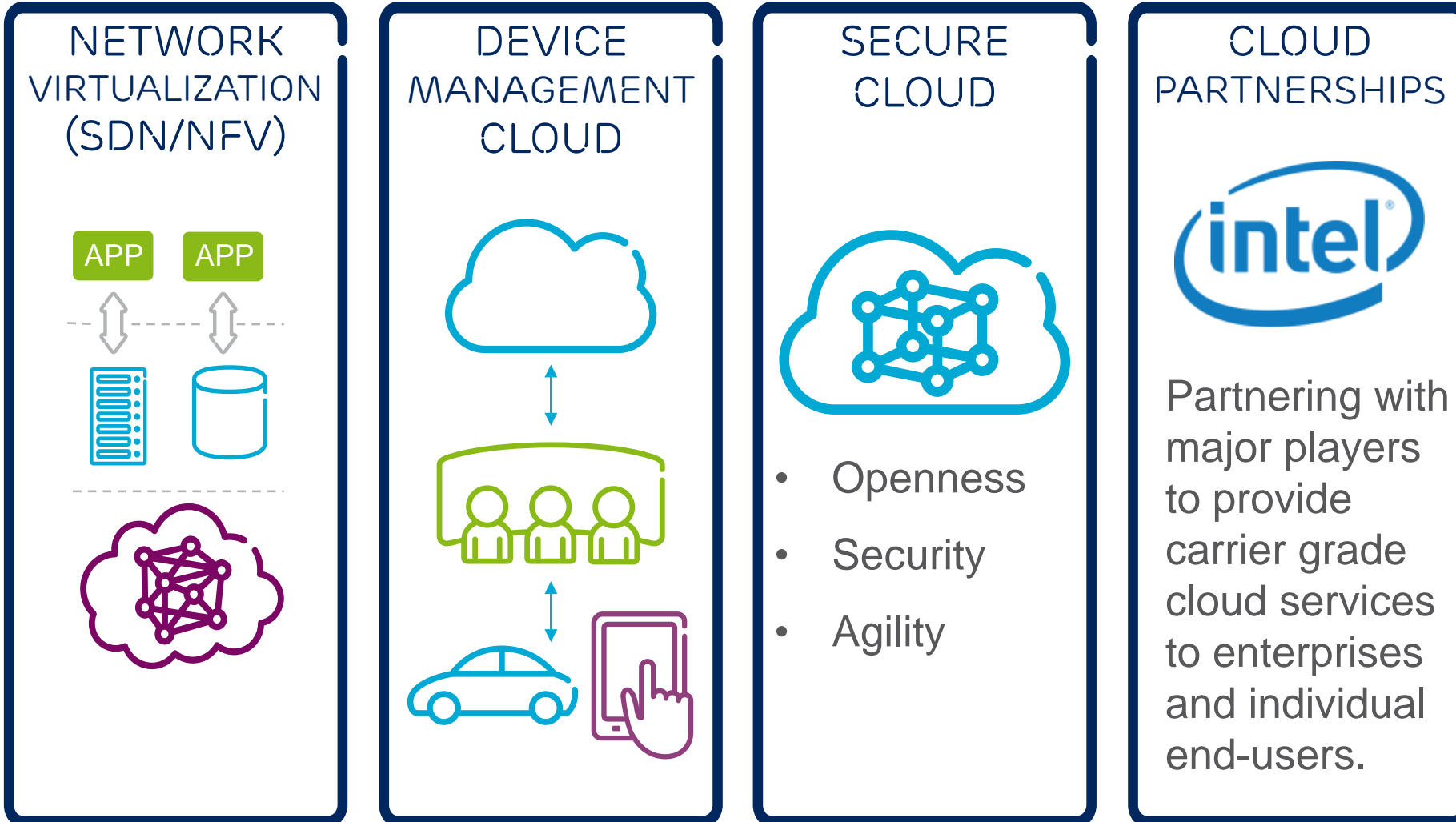
**DEVICES AND
WEARABLES**



KEY INDUSTRY THEMES



CLOUD



SMALL CELLS

Indoor Coverage for
Enterprises
TELUS, Canada

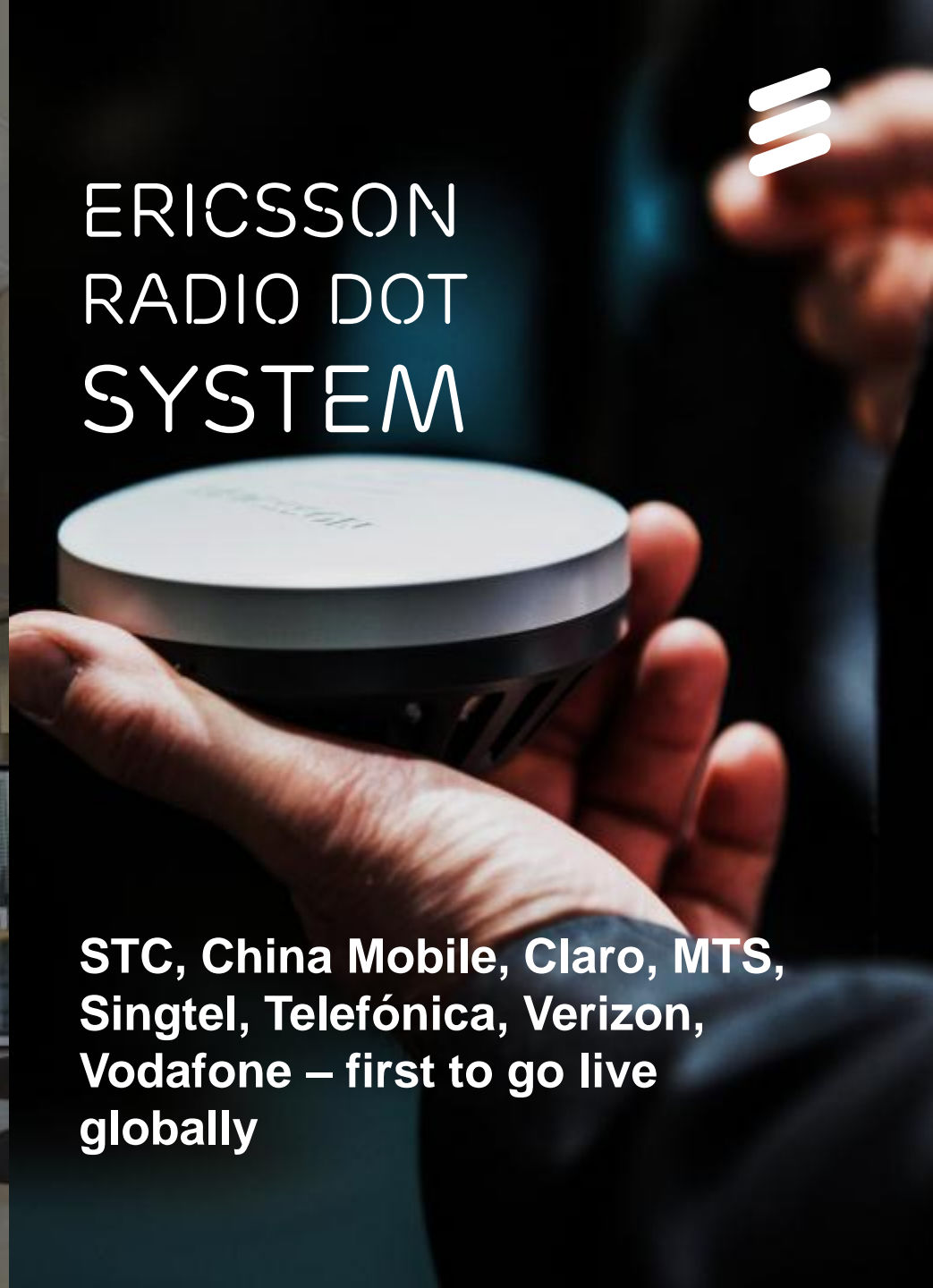


Digital Indoor Coverage
Zhengzhou Railway
Station



ERICSSON RADIO DOT SYSTEM

STC, China Mobile, Claro, MTS,
Singtel, Telefónica, Verizon,
Vodafone – first to go live
globally





LTE EVOLVED



- LTE Advanced
- LTE Broadcast
- LTE Licensed Assist Access, LAA
- LTE Dual Connectivity Coordination
- LTE-M, LTE/Wi-Fi

5G SHOWCASE



- Ericsson strategic partnerships with Tier-1 operators
- NTT Docomo 5G trials for 2020 Tokyo Olympic Games
- KT starts 5G research

5G ALLIANCES



- METIS consortium
- 5G Public-Private Partnership (PPP) [inaugural vision paper](#)
- NGMN Alliance also published a [5G White Paper](#)

NTT DOCOMO 5G TRIAL



NTT docomo X **ERICSSON**

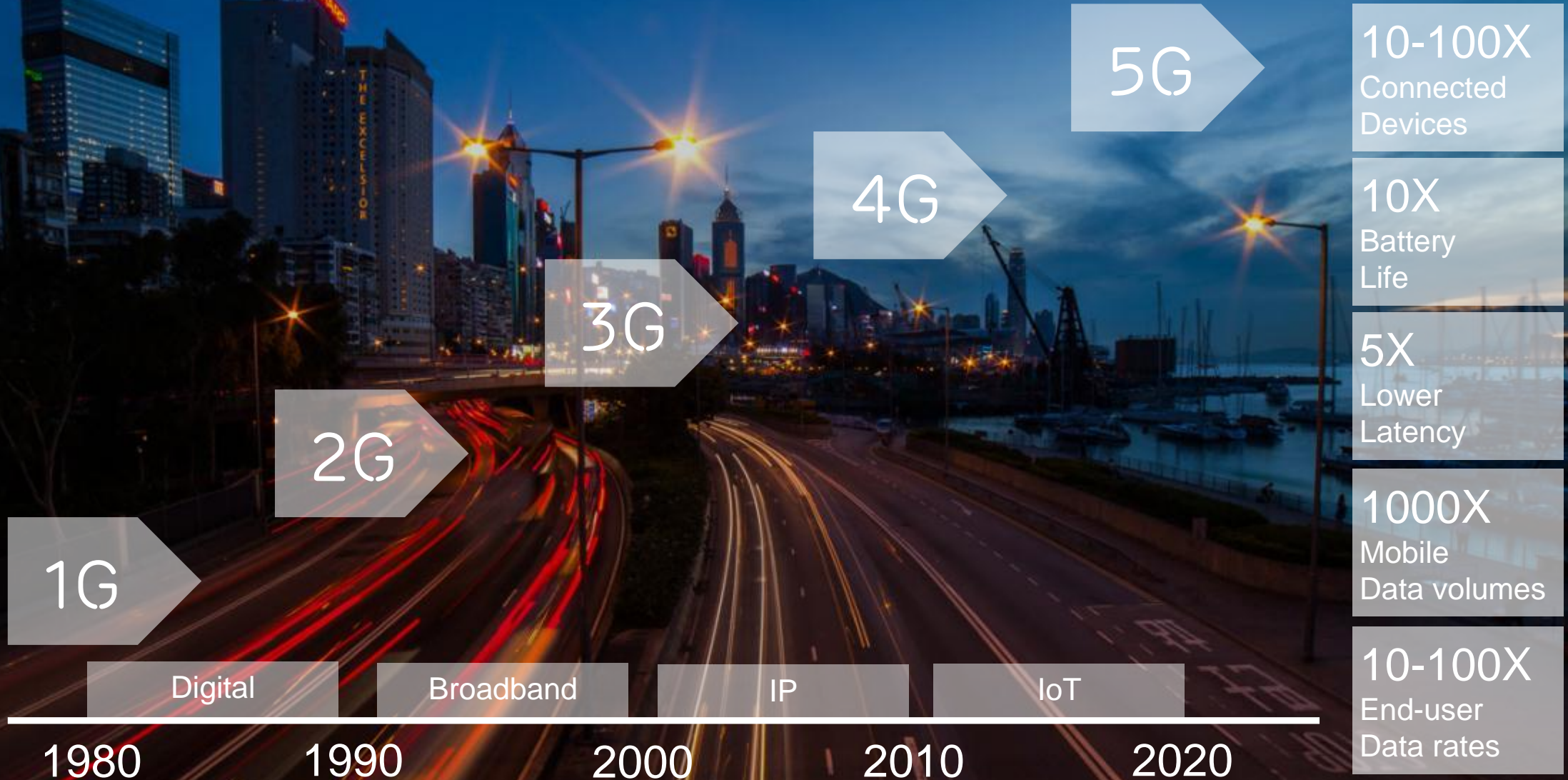
New radio interface concept

- New numerology for wider band and low latency
- Ultra high data rate
- Beamforming with massive antenna

Achieved over 5Gbps in indoor trial

Achieved over 4.5Gbps in outdoor trial

TOWARDS 5G



1980

1990

2000

2010

2020

Digital

Broadband

IP

IoT

1G

2G

3G

4G

5G

10-100X
Connected
Devices

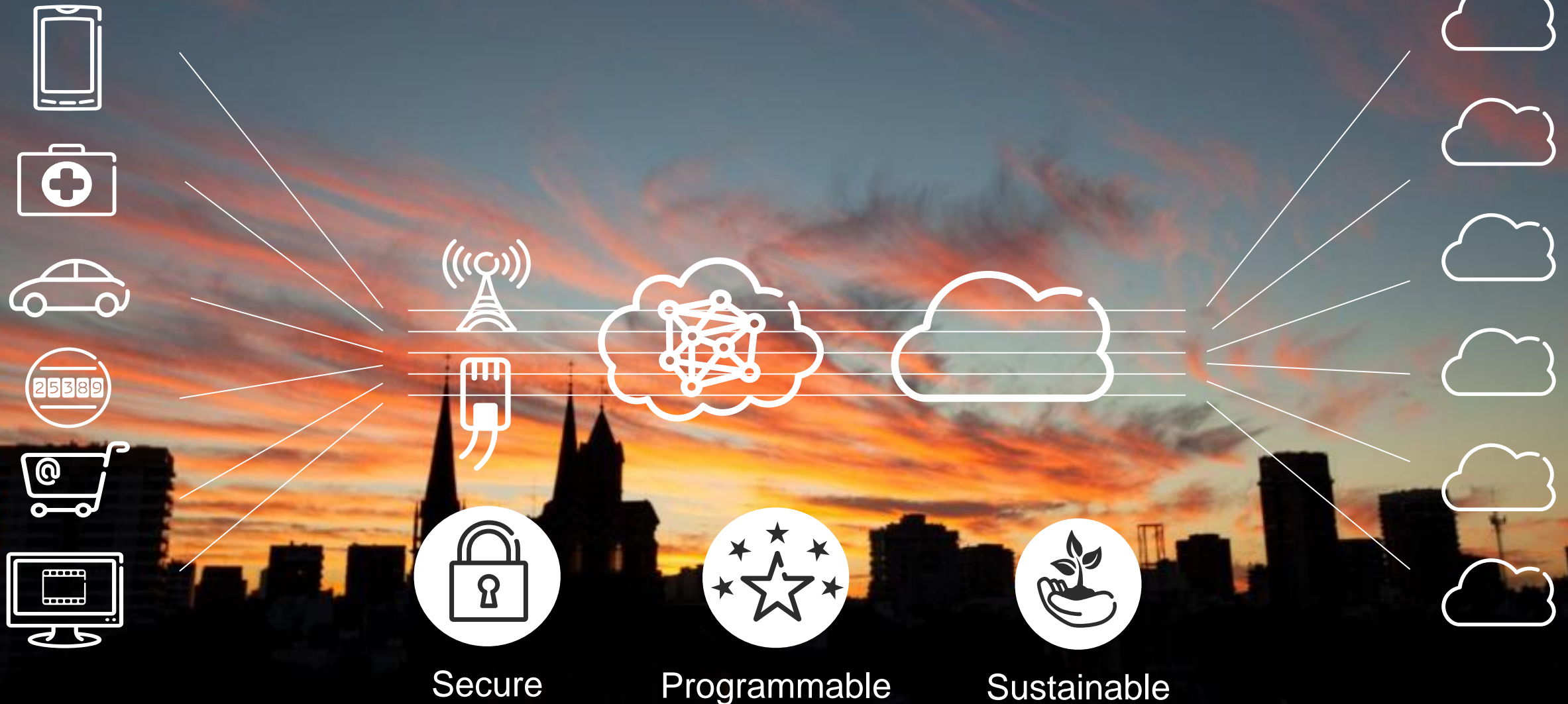
10X
Battery
Life

5X
Lower
Latency

1000X
Mobile
Data volumes

10-100X
End-user
Data rates

ONE SMART NETWORK FOR ALL INDUSTRIES

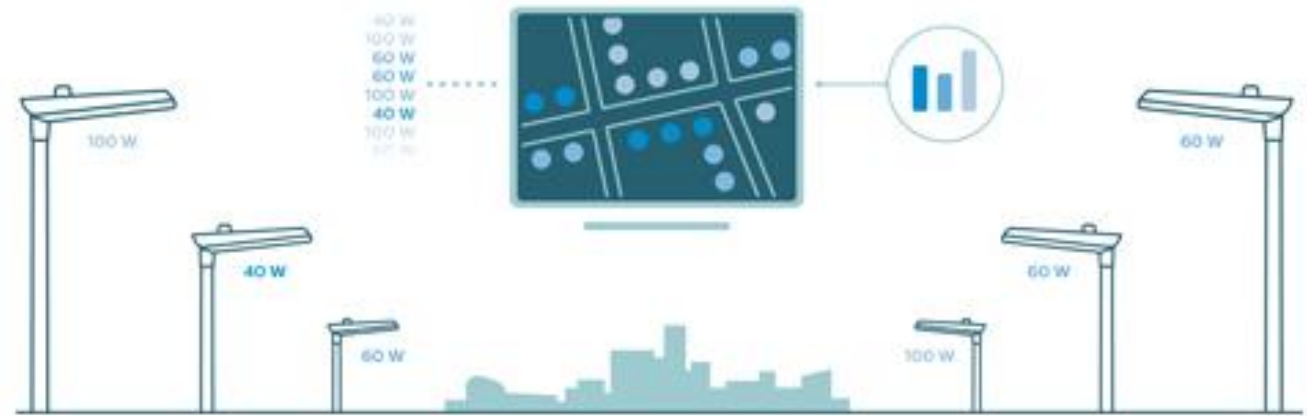


INTERNET OF THINGS



SMART CITIES

**Philips
CityTouch**



SMART HOMES

**Connected
Suitcase**



**Connected
Toothbrush**



DEVICES & WEARABLES



SMARTPHONES



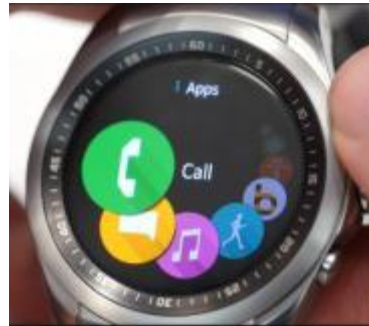
**Samsung
S6 Edge**



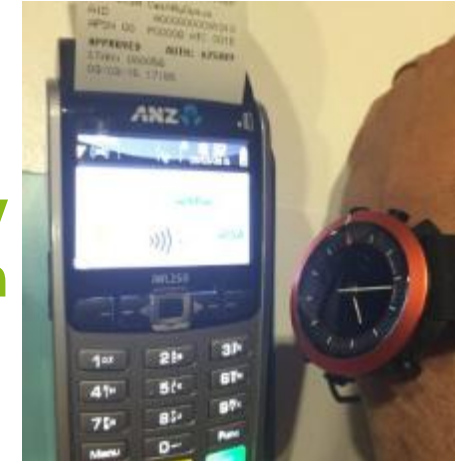
**BlackBerry
Leap**

SMARTWATCHES

LG Urbane LTE



Cash by Smartwatch



VISUAL REALITY HEADSETS

HTC Vive



SECURITY



SECURITY ON THE IoT



AVG's invisibility glasses



Ericsson: The pursuit of privacy

ENCRYPTED SMARTPHONE AND TABLETS



Blackphone2 and Blackphone+ Tablet from Silent Circle



Granitephone from Sikur

BIOMETRICS



Qualcomm Snapdragon Sense ID 3D Fingerprint Technology

CLOUD & BIG DATA



Ericsson's Data Centric Security Portfolio in partnership with Guardtime



PARTNERSHIPS AND COLLABORATIONS

CHINA MOBILE
NTT DOCOMO
KT

3-way 5G Technical
Collaboration

ERICSSON
&
SKANSKA

Smarter buildings with
Radio Dot System

AIRTEL
&
VISA

Mobile payments to 7
African nations

AT&T
&
MICROSOFT

Mobile Office
Collaboration



**“Collaborate
with us
in building
tomorrow’s business,
so that we together
can play a leading
role in the
Networked Society.”**

Ericsson CEO, Hans Vestberg

PARTNERSHIPS AND COLLABORATIONS



To unleash the full potential, we must create business models that break down the silos



Martin Lundstedt
Scania CEO

ERICSSON HALL EXPERIENCE





GROW



DRIVE



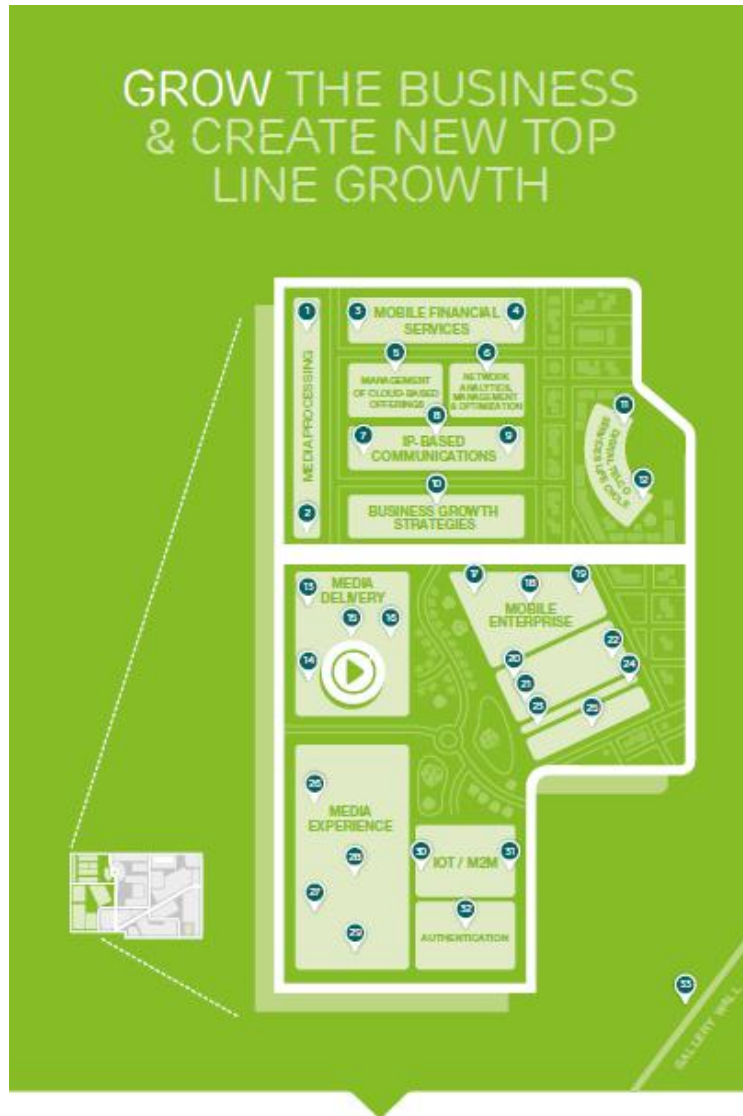
PERFORM



EXPLORE



GROW



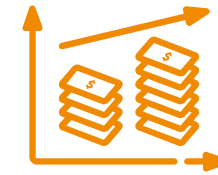
Media



Mobile Financial Services



IP-based Communication



Business Growth Strategies

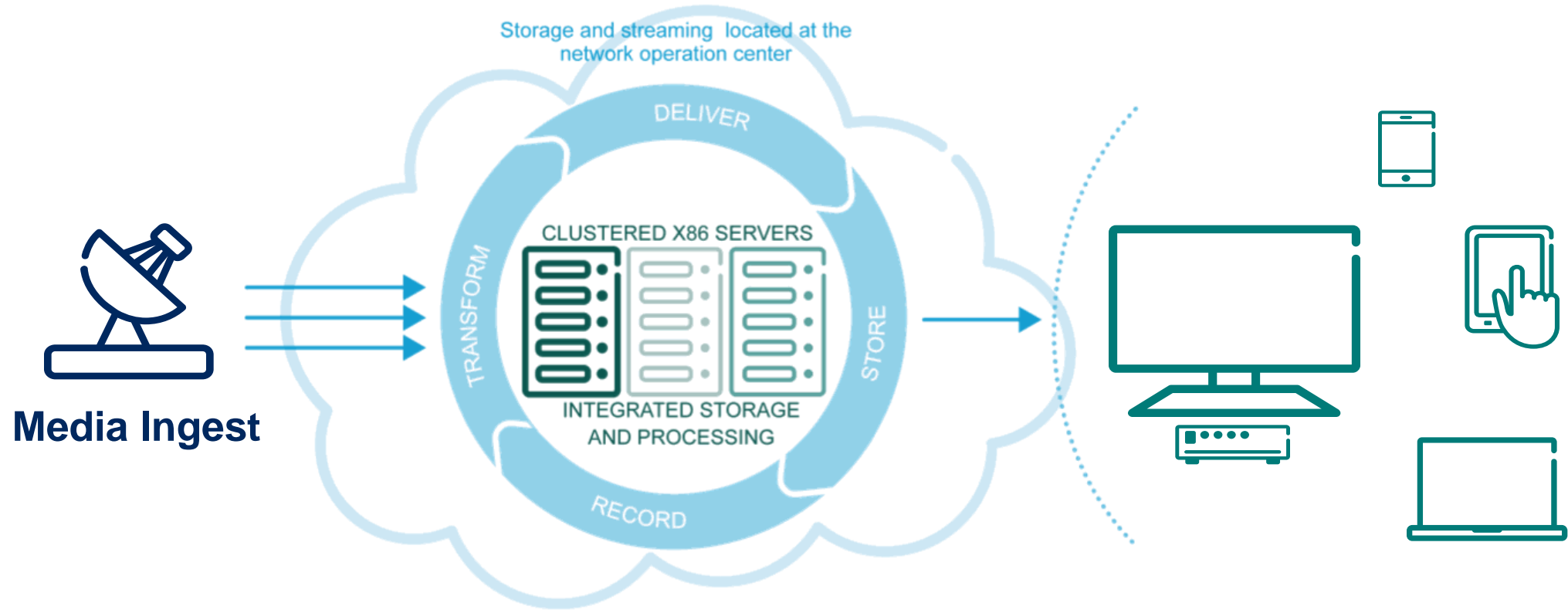


Mobile Enterprise



IoT/M2M

MEDIA: CLOUD DVR

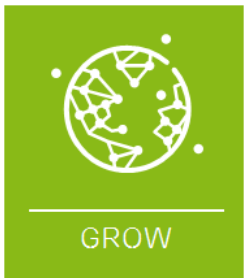


MASSIVE SCALE OUT

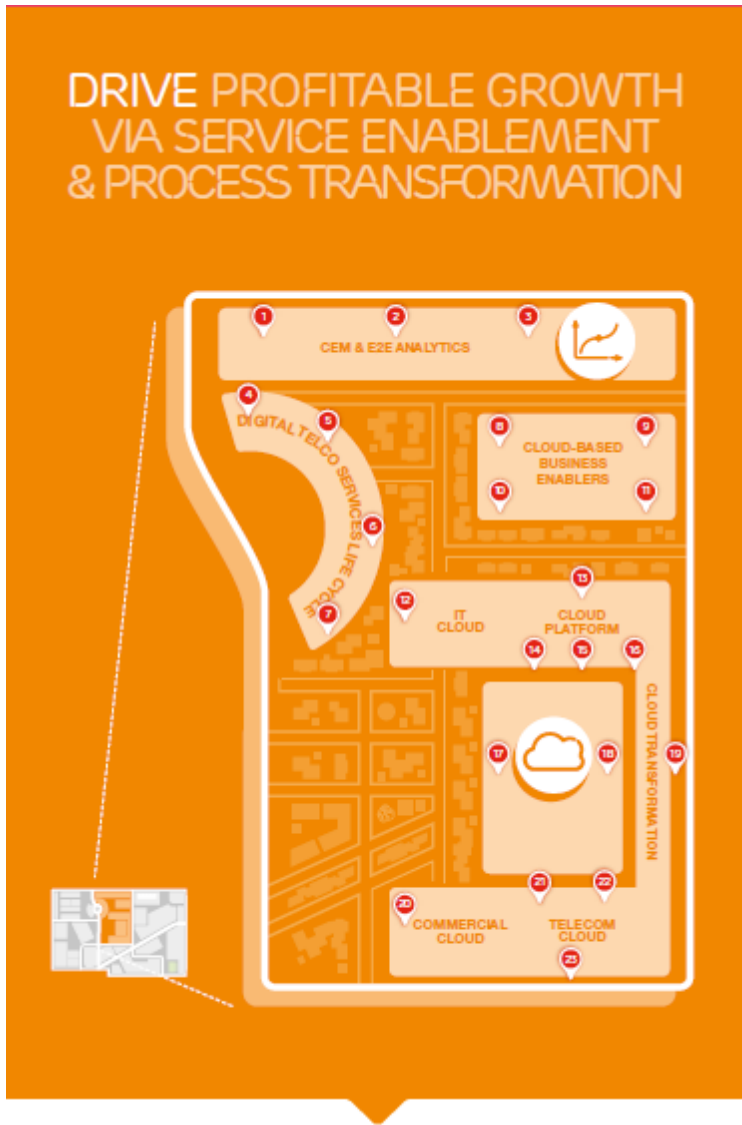
HIGH PERFORMANCE

COST EFFECTIVE

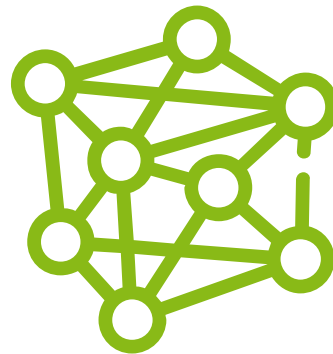
RELIABLE



DRIVE



Cloud



Digital Telco Services



CEM and E2E Analytics

ERICSSON EXPERT ANALYTICS

MARKETING ANALYTICS

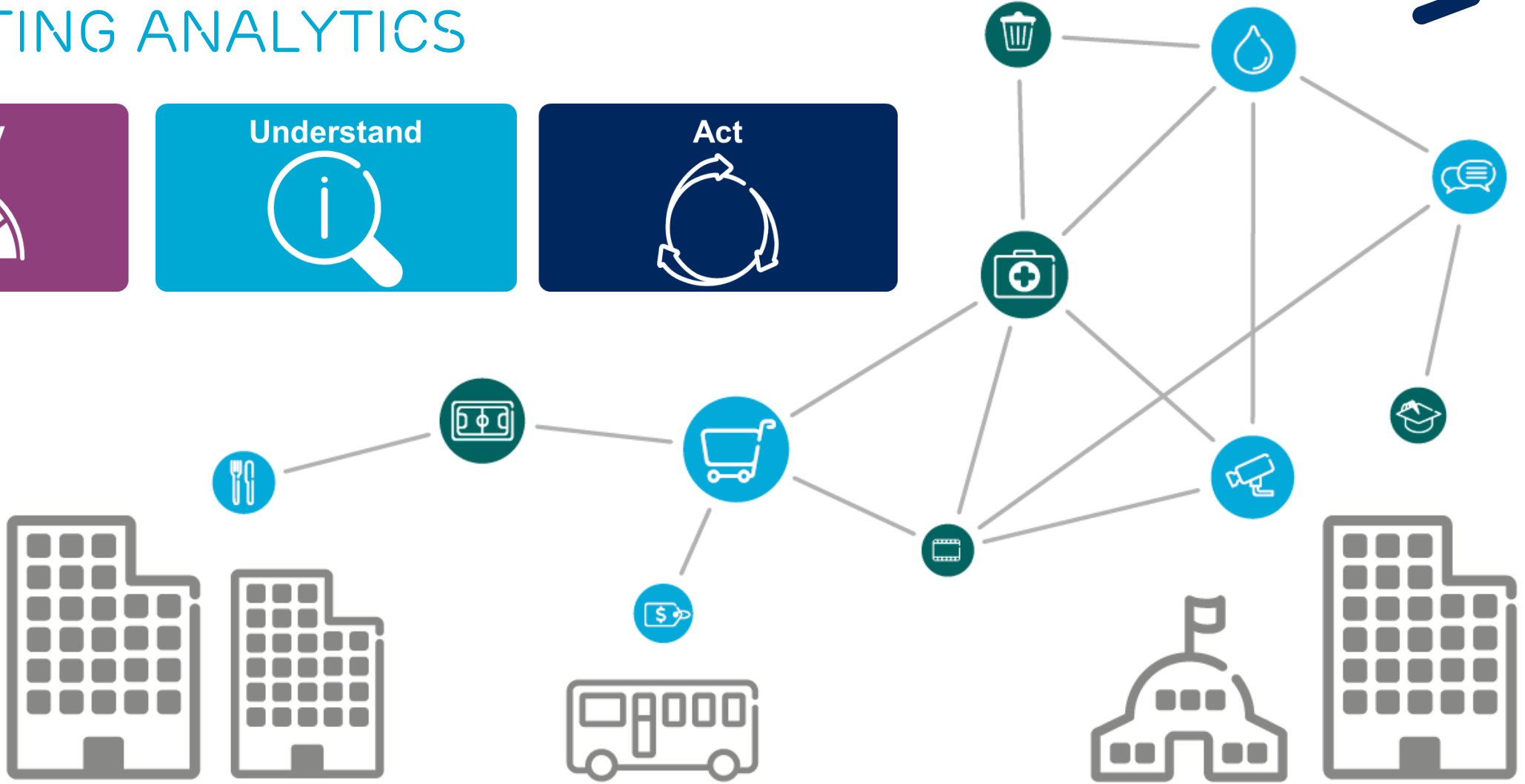


Identify

Understand

Act

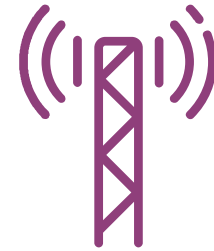
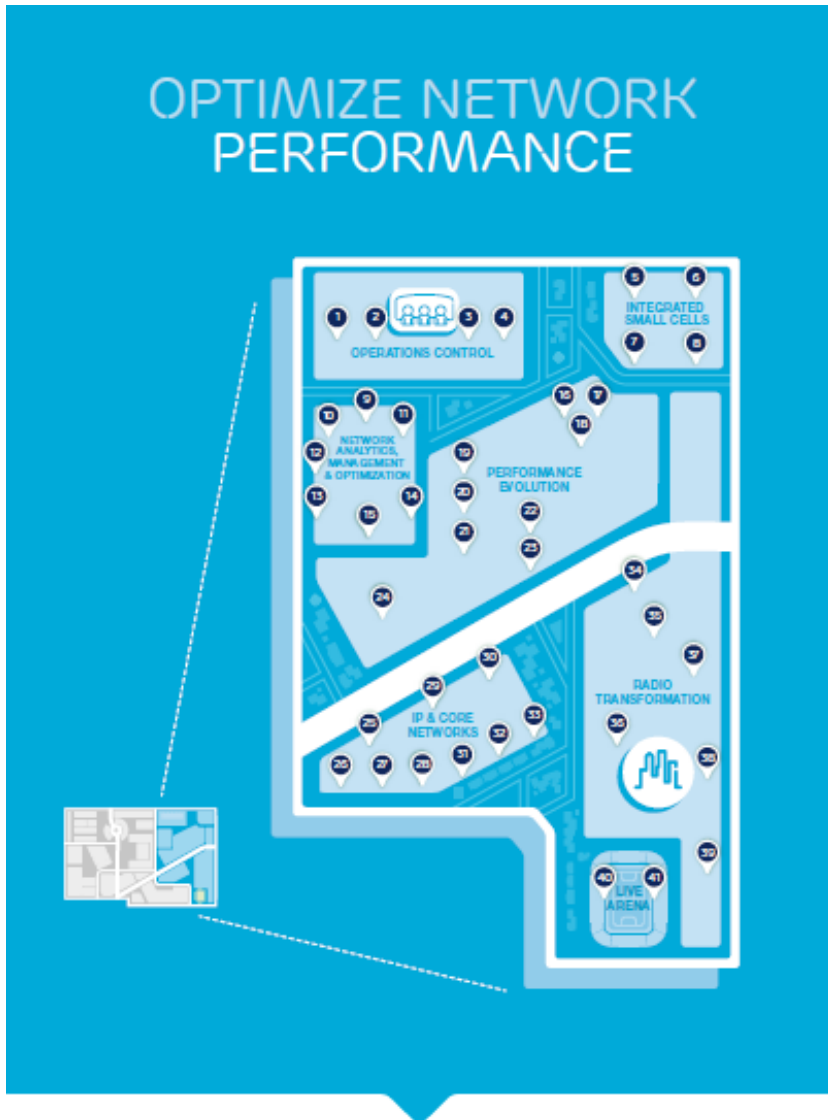
DRIVE



Enabling Targeted Offers to Increase ARPU

LAUNCH

PERFORM



Radio Transformation and Integrated Small Cells



Performance Evolution



IP & Core Networks



Digital Experience at Events

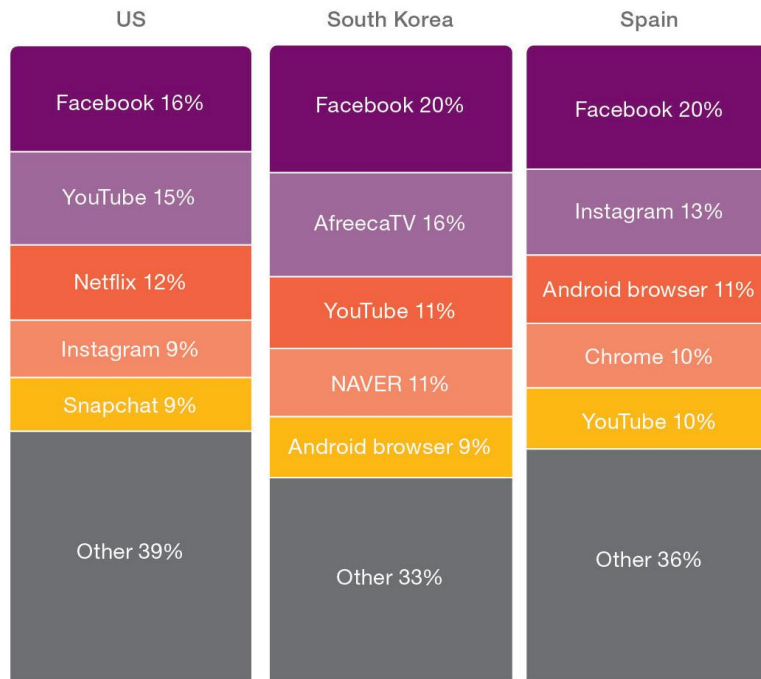
ZERO SITE



APP EXPERIENCE OPTIMIZATION



Top five apps by mobile traffic volume



Base: 153,939 users

Base: 146,190 users

Base: 19,613 users

Source: Ericsson analysis based on Mobidia data, December 2014



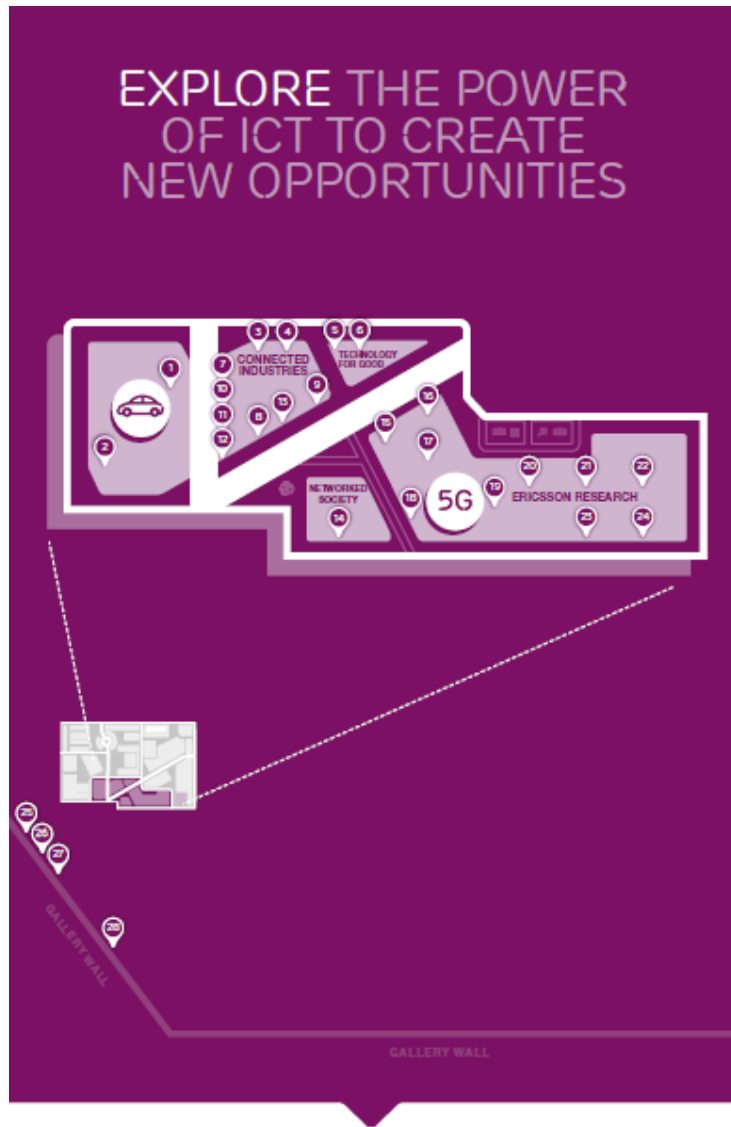
An ever-increasing number of apps



PERFORM

LAUNCH

EXPLORE



Networked Society



Technology for Good

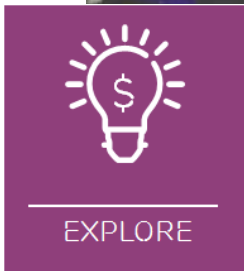


Ericsson Research



Connected Industries

ROAD TO 5G

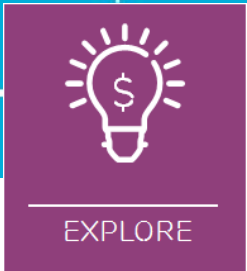
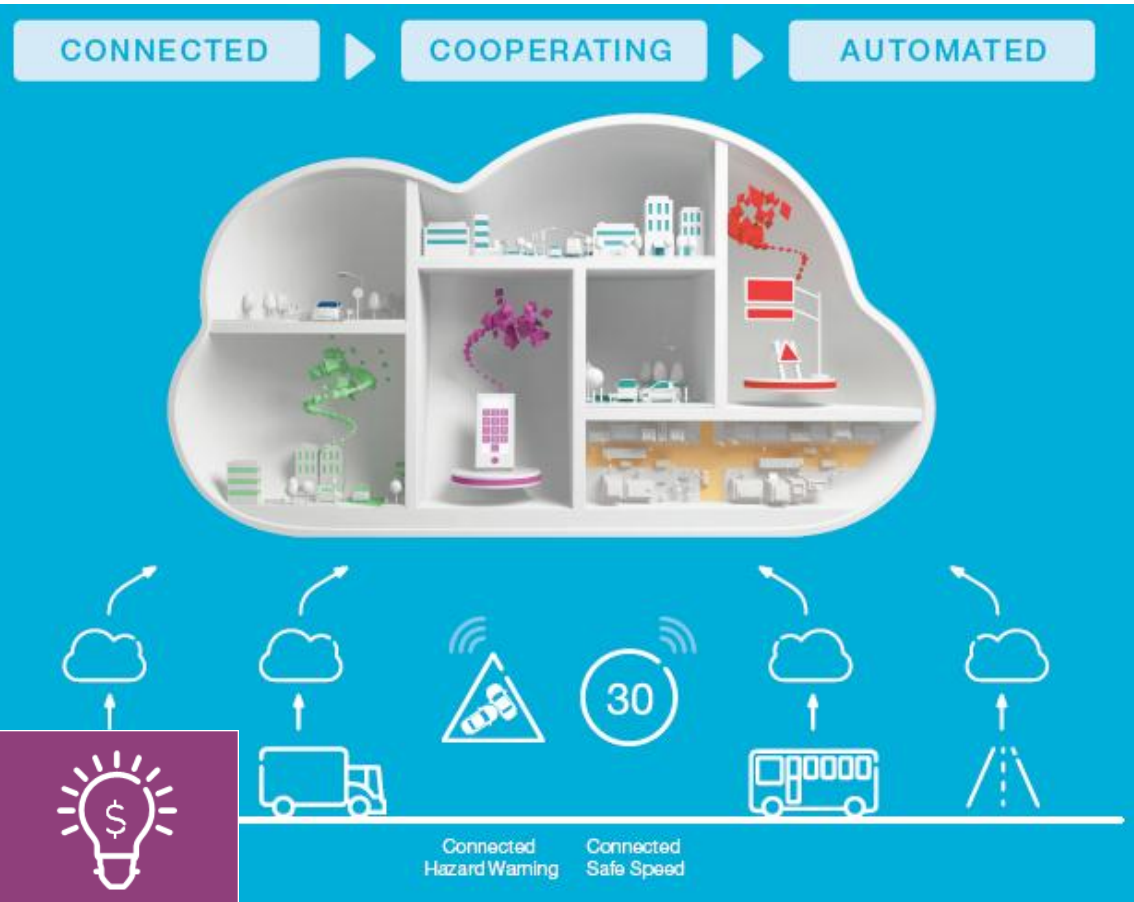


5G USE CASE: REMOTE CONTROL EXCAVATOR

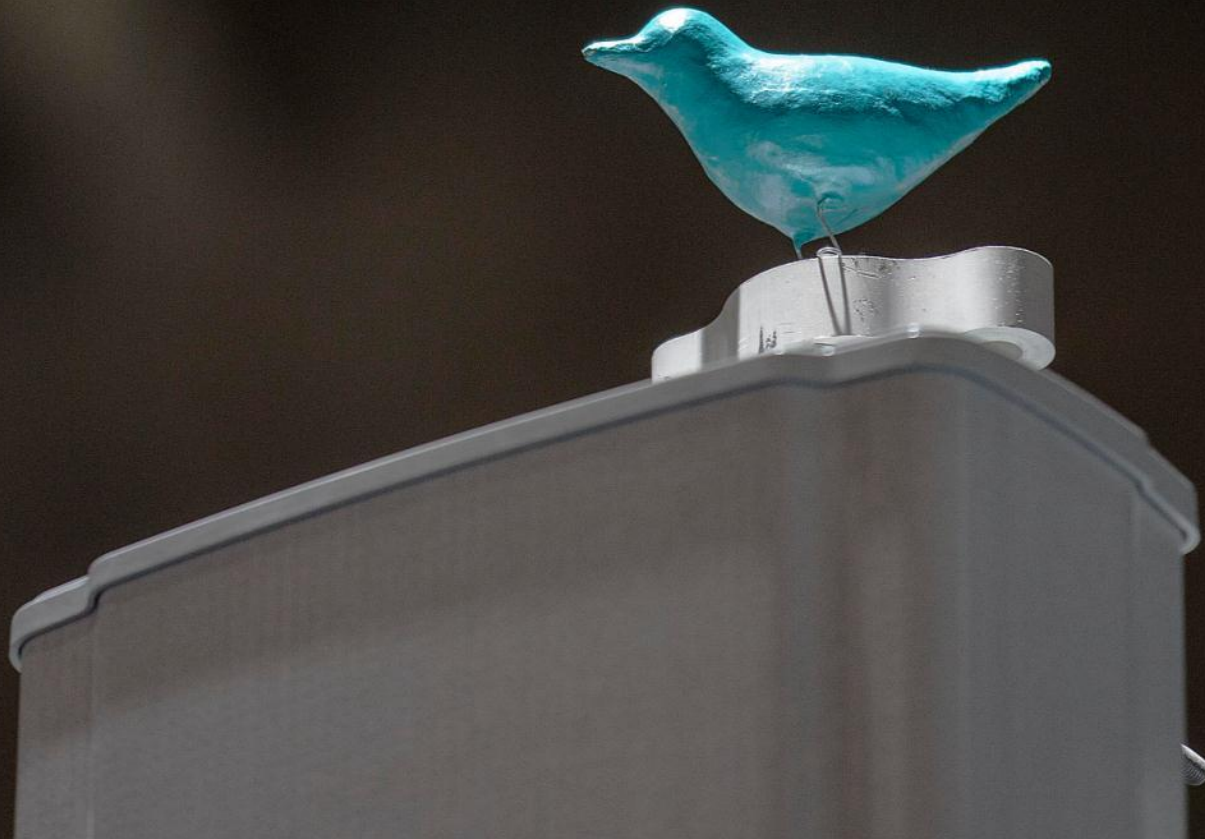


Video: <https://www.youtube.com/watch?v=0nI0fuWzoGk>

CONNECTED TRAFFIC CLOUD



ERICSSON LAUNCHES



HYPERSCALE DATACENTER SYSTEM



CONNECTED TRAFFIC CLOUD



ERICSSON RADIO SYSTEM



ROUTER 6000 SERIES



EXPERT ANALYTICS 15.0



APP EXPERIENCE OPTIMIZATION



ERICSSON NETWORKS SOFTWARE 15B



MEDIA DELIVERY NETWORK



DIGITAL TELCO TRANSFORMATION





CASE STUDY #09
AVICHI X YOU



CASE STUDY #08
BREAM HACK OPEN BUCHAREST



SEE YOU @
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ERICSSON