AIR 32 launched to boost mobile broadband coverage and capacity

- Antenna Integrated Radio (AIR) addresses operators' coverage challenge through its superior radio performance and compact integration of the antenna into the radio unit

- AIR enables the smooth and cost-efficient introduction of LTE and HSPA without the need to add additional antennas or remote radio units to sites

- Compared with existing AIR products, AIR 32 enables up to 70 percent higher throughput and up to 25 percent increased indoor coverage, substantially improving the user experience of mobile-broadband services

- AIR 32 allows multiple active frequencies in a single unit, enabling a 50-percent reduction of radio equipment

Consumers' increasing demand for mobile broadband is forcing operators to build out their networks for greater coverage, capacity and speed. However, existing sites can be full of equipment, introducing new units can increase site-rental costs, and regulations, zoning and permit processes can lead to long delays in the rollout of new sites.

To help operators overcome these issues, Ericsson (NASDAQ: ERIC) today announced the launch of AIR 32 – an innovative new addition to the AIR portfolio – which will be showcased during the Mobile World Congress (MWC) 2013 in Ericsson Experience in Hall 2 in Barcelona, Spain. AIR addresses operator challenges by allowing for the introduction of LTE and HSPA without requiring additional antennas or radio units to be added to network sites. The highly integrated nature of the AIR product portfolio enables a faster, easier, high-quality installation, which minimizes revenue losses and the need for additional site visits. In addition, AIR 32 allows multiple active frequencies in a single unit, enabling a further 50-percent reduction of radio equipment.

T-Mobile USA is currently using AIR in its ongoing network transformation program, and by doing so, it has experienced substantial improvements in ease of network deployment and performance.

Neville Ray, chief technology officer, T-Mobile USA, says: "We are currently deploying Ericsson's AIR 21 product and are very excited about the benefits we are seeing. It offers a fast-track way of getting mobile broadband services such as LTE into the marketplace. We can save months in terms of deployment with this product on a per-site basis. In addition, there are many performance gains and benefits in radio performance that will enhance the user experience of mobile-broadband services. We look forward to learning more about the capabilities of the new AIR 32."

Thomas Noren, Vice President and Head of Product Area Radio, Ericsson, says: "Improving the user experience by providing superior mobile-broadband performance is one of the top priorities for today's operators. Thanks to its improved radio performance, AIR 32 increases coverage, capacity and speed to the benefit of subscribers. This also leads to increased customer loyalty and a reduced churn rate for operators."

The two most important network aspects for customer satisfaction are coverage and speed. Compared with existing AIR products, AIR 32 enables up to 70 percent higher throughput, substantially improving consumer experience of mobile-broadband services. This is achieved by enabling up to four simultaneous transmission streams, over the AIR 32 4x4 multiple-input, multiple-output configuration.

AIR 32 also offers up to 25 percent increased indoor coverage compared with existing AIR products. This substantially improves the reliability of indoor mobile-broadband services. Considering that an estimated 70 percent of all data traffic occurs indoors, improved indoor coverage is vital for an enhanced user experience.

AIR was first launched during MWC 2011 as the world's first solution that compactly integrates the radio unit and the antenna. Today, it is in full serial production, available in multiple versions and bands, and deployed at major customers in high volumes worldwide.

NOTES TO EDITORS

Ericsson unveils antenna integrated radio unit: AIR
www.ericsson.com/news/1486615

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New MINI-LINK products launched for small cells

- Expanded capability gives operators greater flexibility to deploy MINI-LINK products as backhaul solutions for small cells, thereby enabling high network performance

- MINI-LINK performance proven for non-line-of-sight usage

- New additions to MINI-LINK portfolio include several IP-based backhaul products catering for mobile-broadband growth

Providing seamless network performance in dense city environments is a challenge. The large number of buildings and other obstacles makes it difficult to lay cables and complicates wireless connections that typically rely on microwave transmission using line-of-sight (LOS) propagation. This means there can be no buildings, trees or hills between antennas.

To overcome this problem, Ericsson (NASDAQ:ERIC) has now validated that MINI-LINK products in traditional frequency bands can operate in non-line-of-sight (NLOS) conditions with high performance. In addition, Ericsson is launching MINI-LINK products for small cells, including the MINI-LINK 3060 that was shown as a concept at the 2012 Mobile World Congress.

Ola Gustafsson, Head of Product Line Microwave and Mobile Backhaul, Ericsson says: "Conventional NLOS products work in the sub-6GHz band using OFDM (orthogonal frequency division multiplexing) technology, for multipath handling. The problem is that the available spectrum below 6GHz is very limited and would be insufficient for small-cell backhaul. Ericsson has now proved, with extensive research, that MINI-LINK products operating in the 23-60GHz bands offer higher throughput and increased stability compared with sub-6 systems also under NLOS conditions. This expands the possibilities to deploy MINI-LINK as the backhaul solution for small cells, thereby enabling increased network performance."

MINI-LINK is designed for hops over several kilometers, with a market-leading system gain and very robust equalizers. Over short hops, diffraction and reflections caused by the environment can actually be used to overcome obstructions between the macro layer nodes that are often positioned on top of high buildings, and the small cells positioned at street level. With this approach, throughput will be very high and stable, which is important for mobile backhaul.

Ericsson is also launching several IP-based backhaul products to cater for mobile broadband growth and to execute on its 4G IP network vision. These products will extend its leading MINI-LINK portfolio with IP/MPLS (multiprotocol label switching) support for fiber- and/or microwave-based backhaul, innovative design in the 60GHz band for small-cell deployments and an enhanced Gbps solution in the E-band. The MINI-LINK LH has also been expanded by the addition of a compact solution for cost-efficient migration to packet and modular site solutions.

In addition to helping operators prepare all-IP networks, these new products offer benefits such as high system gain for improved performance, spectrum efficiency, synchronization solutions, end-to-end QoS support, as well as integrated aggregation for both TDM (time division multiplex) and packet traffic.

The products being launched are:

• MINI-LINK SP 415 and 420 – packet aggregation nodes for L3 VPN based on IP/MPLS

• MINI-LINK PT 3060 – microwave node optimized for small-cell deployments (60GHz)

• MINI-LINK PT 6020 – 1Gbps (in one 250MHz carrier) microwave node in the E- band (70-80GHz)

• MINI-LINK LH Compact – long-haul microwave solution for reuse of existing cabinets.

NOTES TO EDITORS

MINI-LINK installed at site

MINI-LINK SP

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Vendors can now test launch readiness of apps and devices

- Ericsson launches Device and Application Verification service to help device and application vendors guarantee the quality of their offerings before launching them

- Ericsson's automated verification tools help to accelerate the quality-control process, ensuring that devices comply with regulatory, international and specific network requirements

- Ensures that users enjoy a high-quality experience of seamless, hassle-free services, and reduces lead times and verification costs for vendors

With the boom in connected devices came the boost of new services and users are trying out new apps and services like never before. In this competitive market, when consumers buy a new product or service they expect a high-quality user experience from day one. This is why it's become crucial for device and application vendors to ensure the quality of their offerings before every launch.

Ericsson (NASDAQ:ERIC) has now introduced its Device and Application Verification service to meet these needs. Up until now, only smartphones have been tested by the company in this way. With the introduction of the Device and Application Verification service, it is now possible to verify the quality of applications and machine-to-machine (M2M) devices too.

The proven approach taken at Ericsson's Experience Labs (which are equipped with the most innovative technology) all over the world helps vendors make devices more network-friendly and enables operators to make networks more device-friendly. It also reduces lead times and verification costs.

By connecting to an operator's live network, Ericsson's Experience labs help vendors verify device and application performance to meet the operator's validation and acceptance tests. Ericsson's automated verification tools help to accelerate the process to ensure that devices comply with regulatory, international and specific network requirements.

Paolo Colella, Head of Consulting & Systems Integration at Ericsson, says: "Members of the Networked Society are embracing connected devices and apps to get things done on the go and make their lives easier. Here, device and application vendors have a lot to gain, especially when it comes to providing users with a high-quality experience of seamless, hassle-free services. Ensuring readiness before launching new devices and apps can also help build customer and brand loyalty, and attract new users."

It's not only terminals and smartphones that can be tested through the Device and Application Verification service, but also M2M products and customer-premises equipment. Any type of device or application can also be verified automatically, and certain KPIs may be monitored – for example, signaling load, data load and battery consumption.

Device and Application Verification is an integral part of Ericsson's vision for the Networked Society in which the number of connected devices will increase, providing new services for people in all walks of life. It will become increasingly important for both vendors and operators to stay competitive and deliver high-quality services and a positive network experience.

NOTES TO EDITORS

Press release: AT&T and Ericsson team up for global device connectivity

http://www.ericsson.com/thecompany/press/releases/2013/01/1668795

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Ericsson launches Plan to Provision for Mobile within OSS

- Plan to Provision for Mobile simplifies and automates the assignment of new network capacity and the rearrangement of network facilities

- Enables operators to speed up service roll-out of their network and ensures support for 2G/3G and LTE

- With this solution, Ericsson is helping operators realize greater efficiency and bring services to their customers more quickly and simply

Today, operators do everything to provide their users with a superior network performance and customer experience; for example by quickly and seamlessly rolling out new mobile services. At the same time – to stay profitable and competitive – they need to find ways to handle increased business and technology complexity with fewer resources.

One way of doing this is by implementing intelligent OSS automation and planning. To help operators harness technology to speed up service roll-out – also called the plan to provision process – Ericsson (NASDAQ: ERIC) launches its new Plan to Provision for Mobile.

The solution helps operators to increase efficiency and cost performance of their LTE, 3G or 2G networks. In addition, the solution expedites changes needed to accommodate future network growth and technology evolution.

Elisabetta Romano, Head of OSS, Business Unit Support Solution, Ericsson says: "Many aspects of provisioning for mobile networks can be automated today, but care must be taken not to sacrifice design and performance. Plan to Provision for Mobile helps operators strike a sensible balance between automation and manual activities – reducing errors and costs, while deploying staff to do what they do best. It also eliminates manual, error-prone inventory assignment, and consistently coordinates all network and service activation."

Plan to Provision for Mobile improves design, capacity expansion and discovery and reconciliation processes through network configuration and equipment activation, all while preserving the integrity of the operator's vital data, from data federation to data discovery and reconciliation.

Plan to Provision for Mobile provides an operational environment that harmonizes the design and configuration of cell sites, radio parameters and backhaul transmission. Ultimately, it reduces the time it takes to go from RF planning to equipment activation for any mobile network.

Key Event Experience supports networks at big events

- Ericsson launches its Key Event Experience offering to support operator networks during events that typically lead to dramatic increases in mobile traffic

- Key Event Experience enhances operators' brands by improving user experience during high-profile events

- The service will be highlighted during Mobile World Congress 2013 in Barcelona

The growing availability of smart mobile devices and mobile broadband has raised user expectations with regard to network quality. Expectations are even higher during major events, when large numbers of users wish to share their experiences via smart mobile devices. When many users gather in a defined area and share videos, pictures and tweets, network capacity is often stretched to the limit. To help operators cope with such situations, today Ericsson (NASDAQ: ERIC) is launching its Ericsson Key Event Experience offering. This is a complete, robust solution that helps service providers to plan, design and deliver rock-solid network performance and, subsequently, ensure optimal user experience.

One example is the North American operator Sprint – a title sponsor of the NASCAR Sprint Cup Series (National Association for Stock Car Auto Racing) – which uses Ericsson's Key Event Experience offering during racing events. At each race, mobile-network coverage is needed for up to 200,000 fans, as well as for thousands of support staff associated with the sports venue, competitors and media. And as part of a larger managed services partnership, Ericsson ensures that Sprint's network is optimized to support the wireless communications needs of race fans.

Staffan Persson, Head of Product Related Services at Ericsson says: "As smartphones are now very popular, large numbers of event attendees typically try to share their experiences instantly, and this increases the demands placed on the network, affecting performance. With Ericsson's Key Event Experience offering, operators have the opportunity to strengthen their brands by providing the best user experience during key events."

Key Event Experience is designed to assist operators in maintaining high levels of service by providing competence in the areas of planning, design, deployment, optimization and fault management. This is combined with thorough preparation in advance of any predicted rise in network traffic, as well as the ability to respond rapidly to any such sudden and unforeseen increase. Other features of Key Event Experience include real-time performance monitoring, active traffic management, frequent scanning and a proactive approach to the resolution of network issues.

Ericsson helps the operator plan for an event by taking into account the needs of both the event organizer and users. The company then plans and implements various measures to achieve an optimal level of network performance and to actively monitor and support the network during the event.

Key Event Experience will be highlighted by Ericsson in Hall 2 during Mobile World Congress 2013, which takes place in Barcelona from February 25-28.

During Mobile World Congress 2013 in Barcelona, Ericsson showcases its combined technology and services leadership for the Information and Communications Technology industry. Our solutions deliver superior network performance in the field, enable complete customer experience management, simplify and automate operations workflows thereby leading to operational excellence. We show how the Networked Society comes to life - what it will mean for the industry and how it will enable our customers to capture growth opportunities.

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A propos d'Ericsson

Leader mondial des technologies et des services de communication, Ericsson participe à l'émergence de la Société en Réseau. Ses solutions de communication en temps réel permettent à tous d'étudier, de travailler ou de vivre au quotidien dans une société durable et ce partout dans le monde.

Dans le domaine des TICs (technologies de l'information et de la communication), Ericsson propose un large portefeuille de services, de logiciels et d'infrastructures aux opérateurs de télécommunications ainsi qu'aux entreprises évoluant dans d'autres industries. A ce jour, plus de 40 % du trafic mobile mondial transite par les réseaux d'Ericsson, qui assure par ailleurs la maintenance d'infrastructures desservant plus de 2,5 milliards d'abonnés.

Présent dans 180 pays, le groupe emploie plus de 100 000 personnes. Fondée en 1876, la société Ericsson a son siège social à Stockholm, en Suède. En 2011, Ericsson a réalisé un chiffre d'affaires de 35 milliards de dollars US (226.9 milliards de couronnes suédoises). Le titre Ericsson est coté à Stockholm et au Nasdaq (OMX et New York).

Contacts presse :

3d Communication
Marion Dumas / Christophe Tuaillon
01 46 05 87 87
ericsson@3dcommunication.fr

Ericsson
Corinne Muller – Directeur de la Communication Ericsson France
01 69 93 73 52
corinne.muller@ericsson.com

www.ericsson.com/fr
www.twitter.com/ericssonfrance
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