


# GLOBAL MARKET & TECHNOLOGY TRENDS

The Ericsson Seminar for  
Governments & Regulators

Wednesday 29 February 2012

## AGENDA

- 
- > 09.30 Morning coffee
  - > 10.00 Welcome. Ulf Pehrsson, VP Government & Industry Relations
  - Market trends - Arun Bhikshesvaran, Chief Marketing Officer
  - Technology trends - Håkan Eriksson, Chief Technology Officer
  - > 12.00 Lunch – directly outside this room
  - > 13.30 End

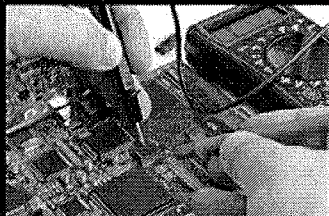


# NETWORKED SOCIETY

ARUN BHIKSHESVARAN, CMO  
FEBRUARY 29, 2012

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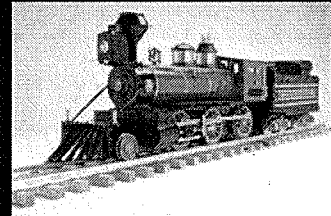
## Engineers



What my friends think I do



What my customer thinks I do



What society thinks I do



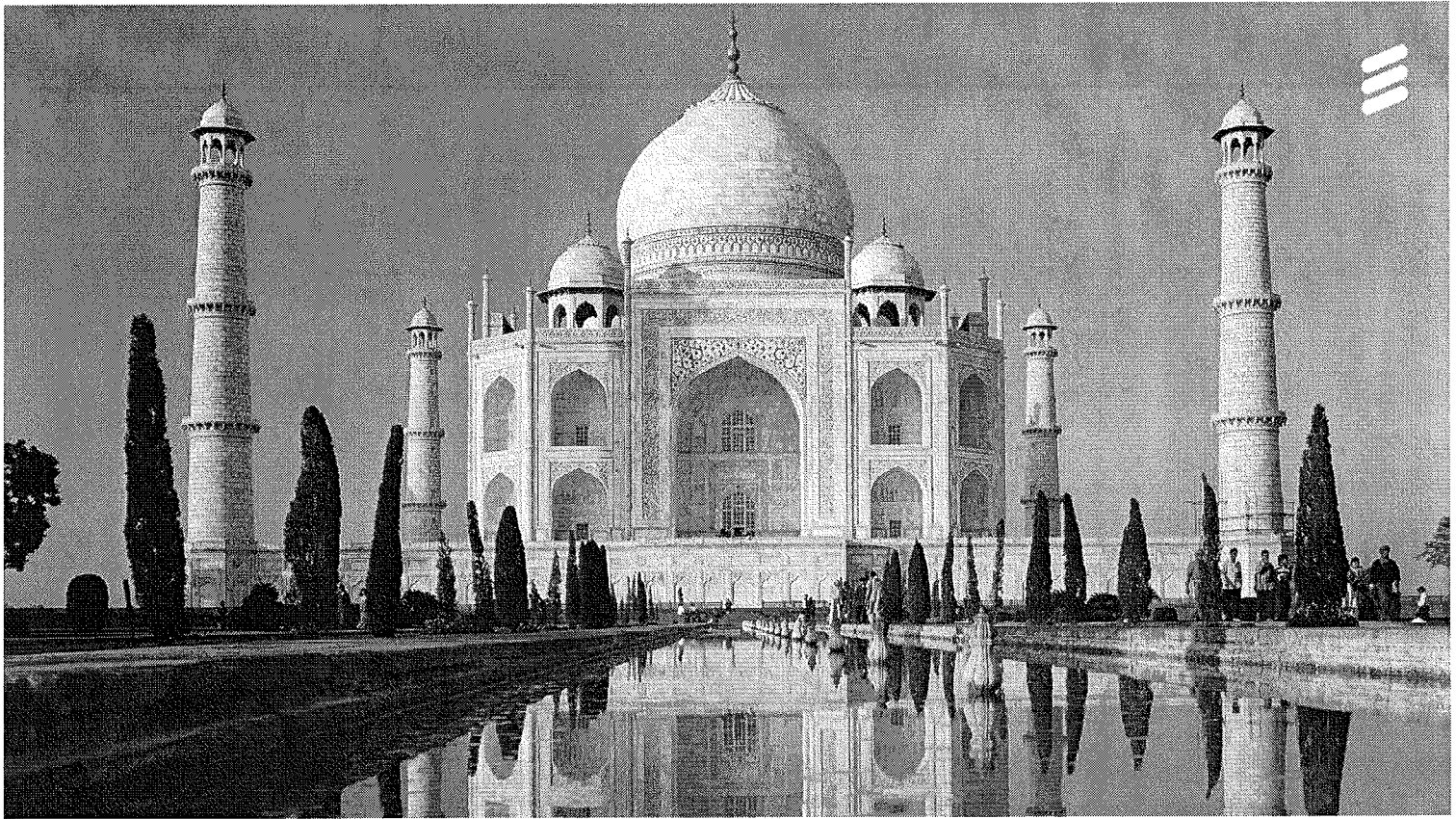
What my parents think I do



What I think I do



What I really do



ARAVIND EYE CARE SYSTEM



World Health Organisation  
Collaborating Centre  
For Prevention of Blindness

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## COMMUNITY OUTREACH

[A Trip to an Eye Camp](#)

[Support a Camp](#)

[Comprehensive Eye Screening Programmes](#)

[Outreach Statistics](#)

[Community Outreach Courses](#)

[Vision Centres](#)

[Community Eye Clinics](#)

WORKING HOURS : 9.00 am – 5.00 pm



Vision centres are small, permanent facilities set

## VISION CENTRES

### Concept of Vision Centre

The model of vision centre is envisaged by the Vision 2020 – The Right to Sight, a global initiative of International Agency of Prevention of Blindness (IAPB – a global machinery working across the world for the prevention of avoidable blindness). IAPB has unveiled four tier pyramid model to provide eye care for the needy population where vision centres are at the primary level. Aligning with this initiative, Government of India is planning to set up at least 20,000 vision centres across the country. For providing basic eye care services on a permanent basis in villages Aravind has established 36 IT enabled Vision Centres providing telemedicine facility in various districts of Tamil Nadu.

### The objective of the vision centres are to

- Provide comprehensive care by integrating information technology effectively that would facilitate providing quality care at the doorsteps of the rural population.
- Collaborate with the community and promote eye health education and create awareness proactively.
- Change the health seeking behaviour of the community and thereby slowly move away from camps to a sustainable centre based approach.

### Coverage:

Each vision centre will cover a population of about 45,000 - 50,000.

### Impact of Vision Centres

Researches show that permanent eye care facilities in rural areas motivate people to seek earlier treatment for vision problems, allowing them to reintegrate back into the workforce instead of becoming visually impaired. This



### Ponzi Schemes

Investors	1	2	3
Received value			
A	10,000	20,000	40,000
B		15,000	30,000
C			
Total Actual Value	10,000	35,000	75,000
Total Received		35,000	70,000

*(Note: The video player shows a play button in the center of the table.)*

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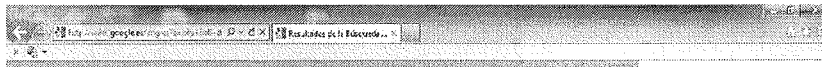
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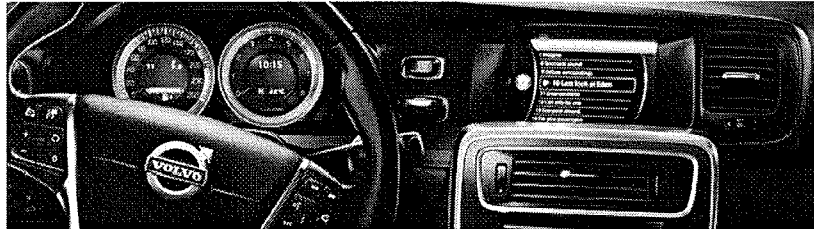
### New & Noteworthy







## VOLVO SENSUS



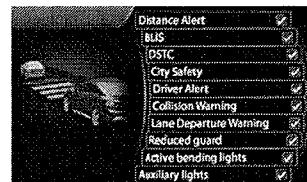
If a picture says a thousand words, then Volvo Sensus speaks volumes.

Volvo Sensus is your all-in-one onboard operating system that brings together infotainment, navigation, car settings and other features and functionalities. This new interactive entertainment and information system features a 7-inch high resolution color display. Volvo Sensus allows you to conveniently explore the hi-tech features of your car and personalize them to suit your needs, and it's all right at your finger tips! To learn more about how Volvo Sensus works, we have created the documents below for you to download:

- [Volvo Sensus](#)
- [Volvo Sensus - Navigation System and Park Assist Cameras](#)
- [Volvo Sensus FAQs](#)

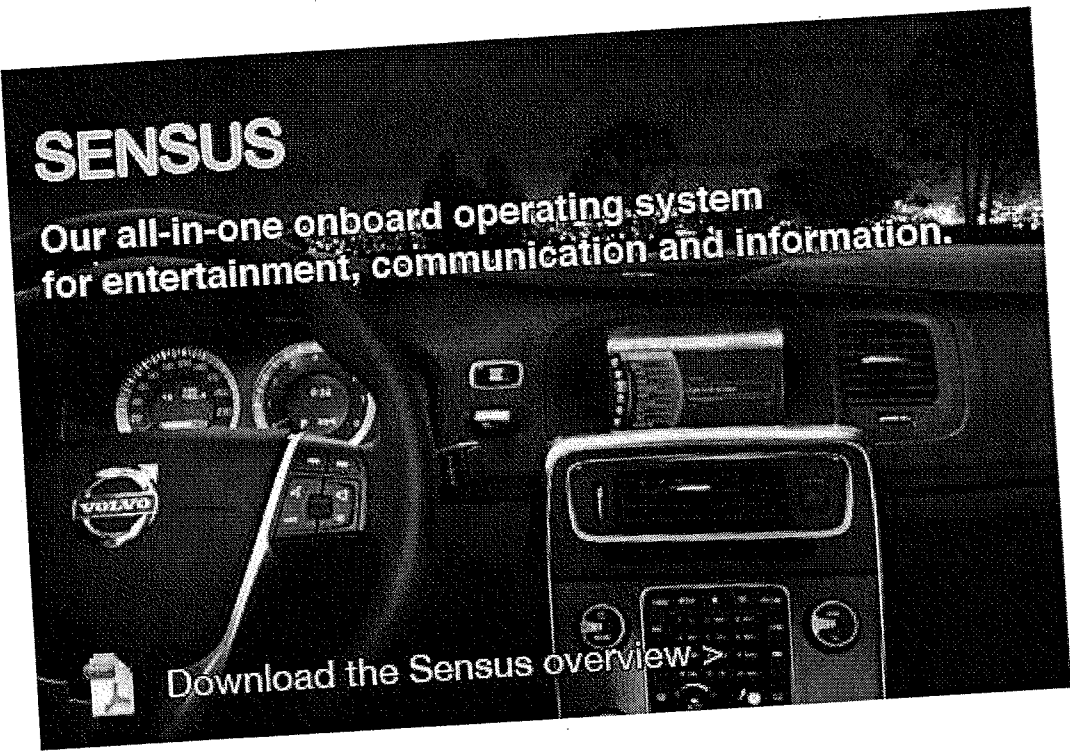
Moreover, with features such as the MY CAR button in the center console, you get access to:

- Intelligent Driver Information System (IDIS)
- City Safety
- Adaptive Cruise Control (ACC)
- Collision Warning
- Pedestrian Detection
- Driver Alert System
- Blind Spot Information System (BLIS)
- Lights
- Door mirrors
- Climate
- Central locking and audio system controls\*\*

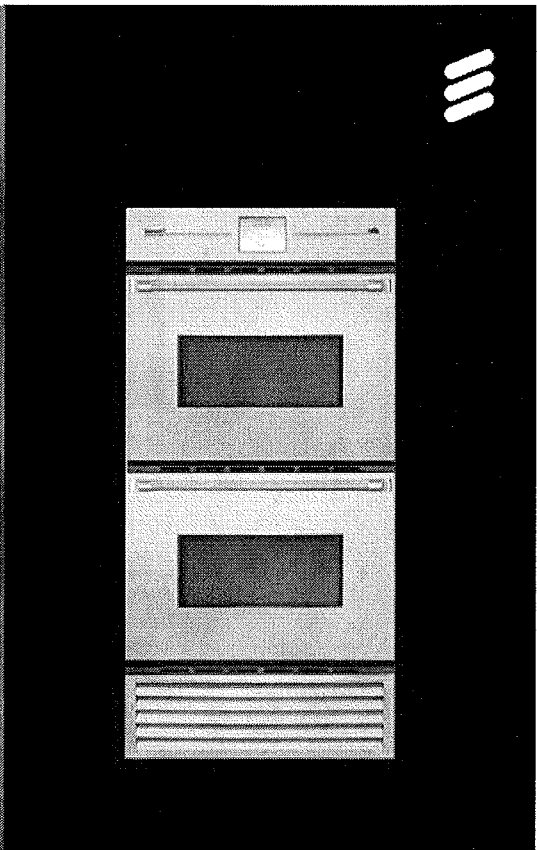



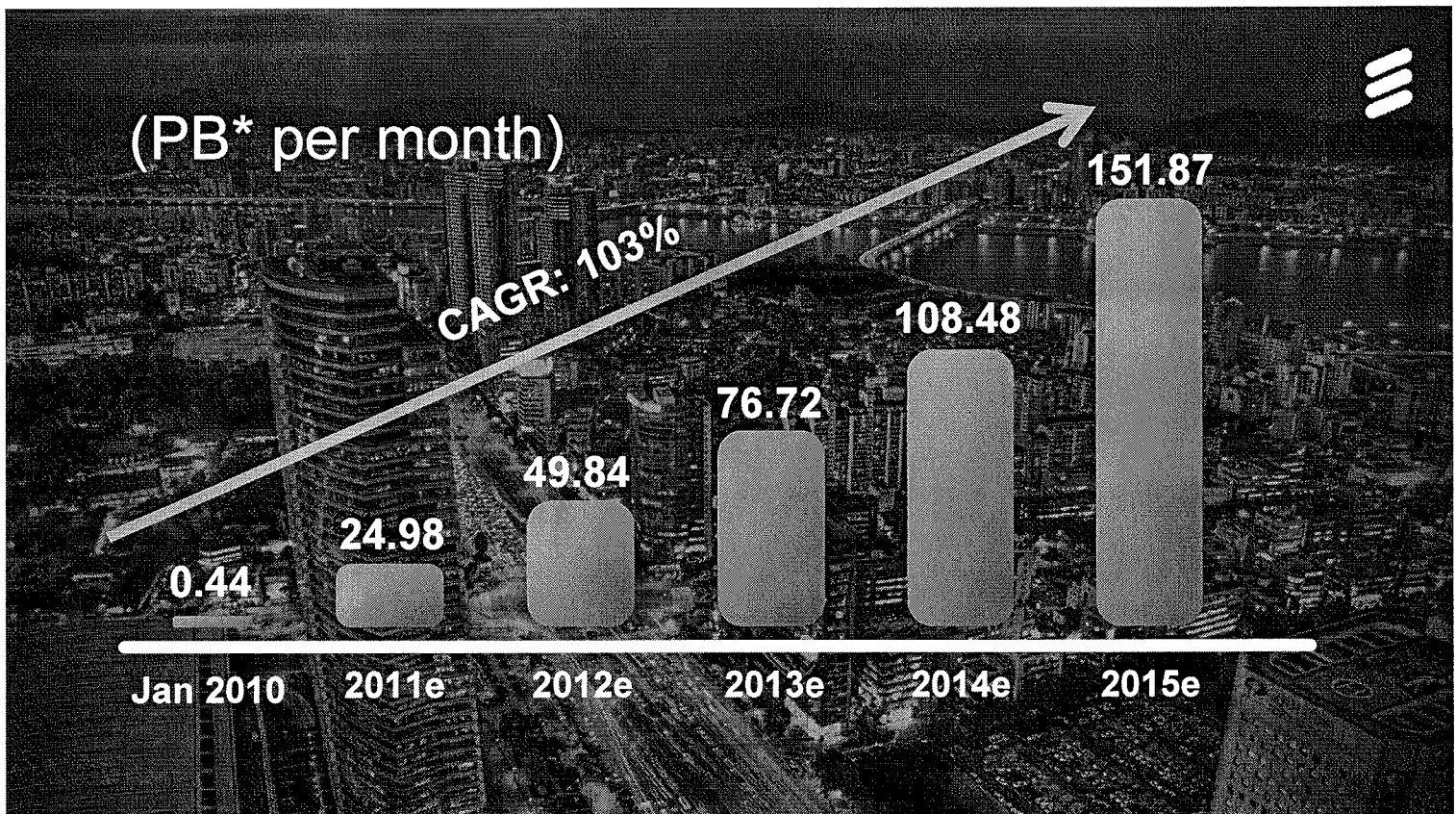
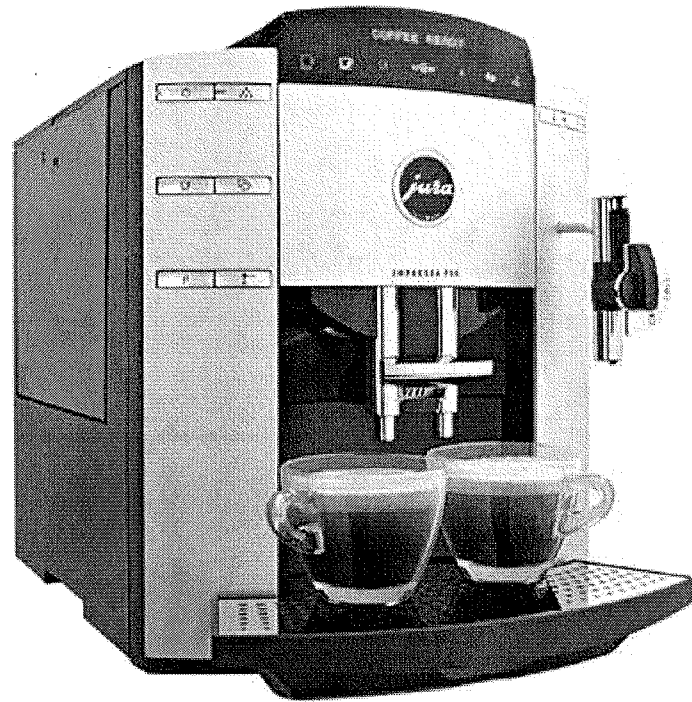
# SENSUS

Our all-in-one onboard operating system for entertainment, communication and information.



Download the Sensus overview >









ECOSYSTEMS

NETWORKS

WALLETS



ECOSYSTEMS

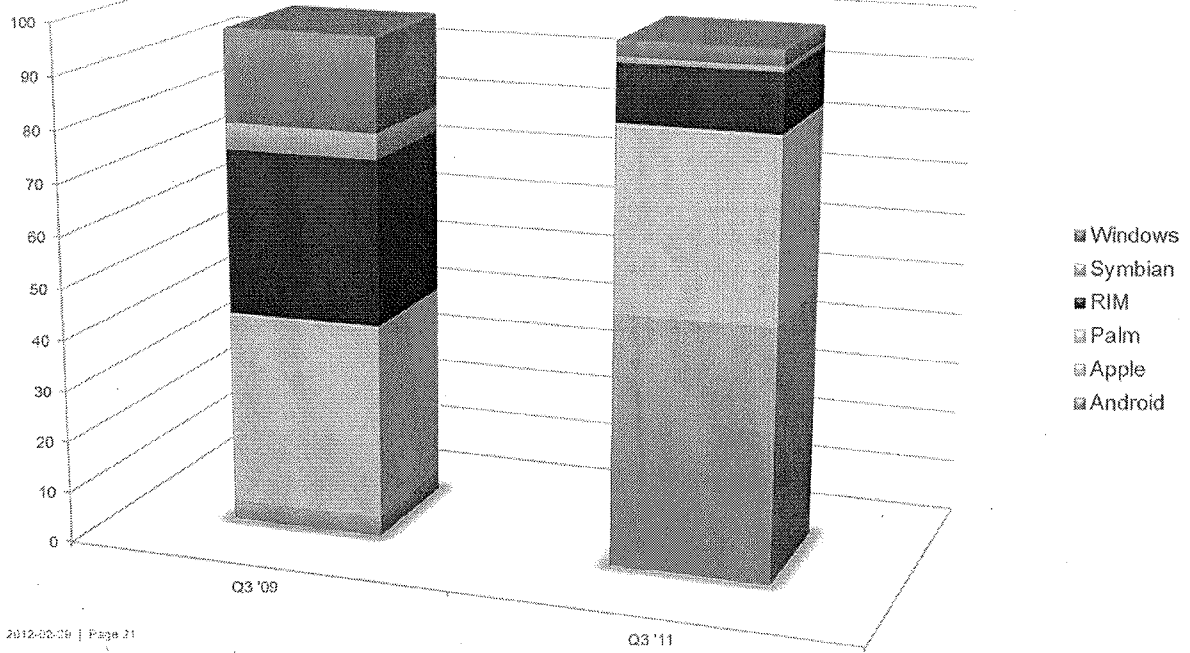
NETWORKS

WALLETS

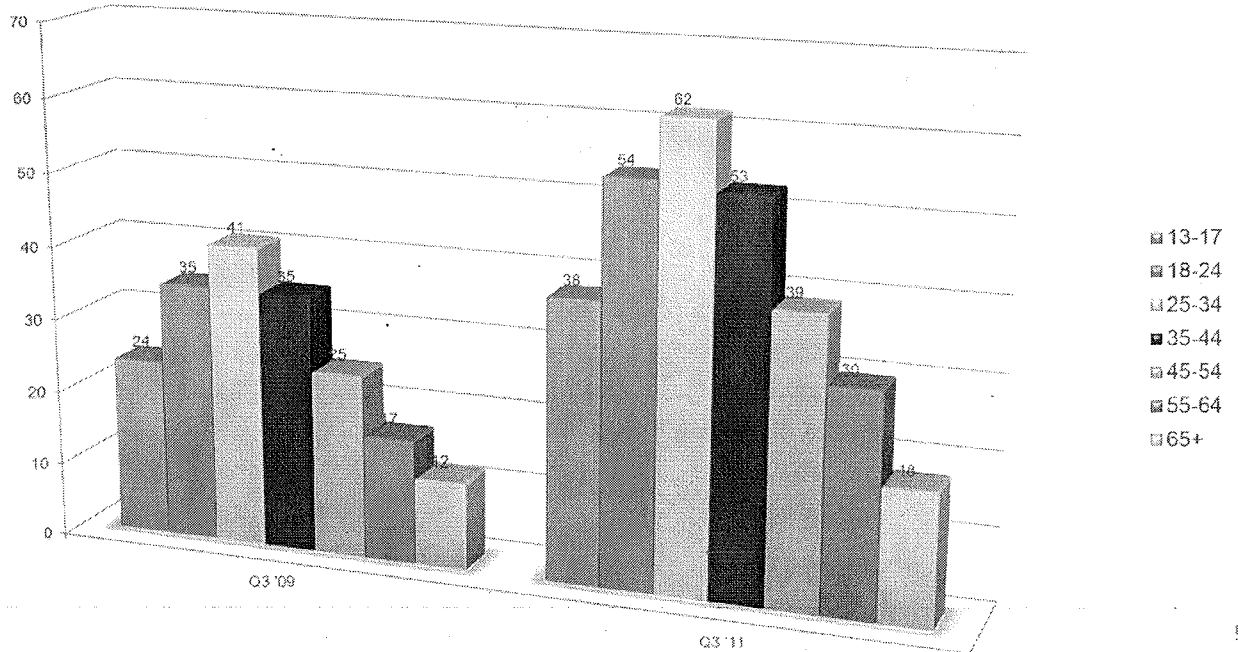
APP PHONES



# MOBILE OPERATING SYSTEMS

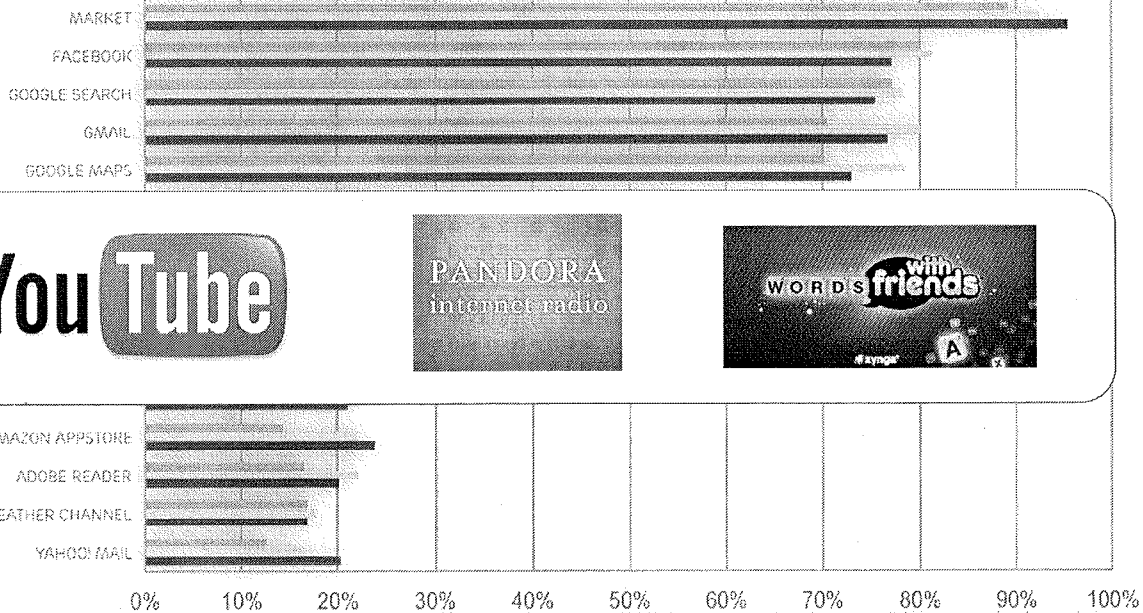


# % PENETRATION





# APP PHONE USAGE

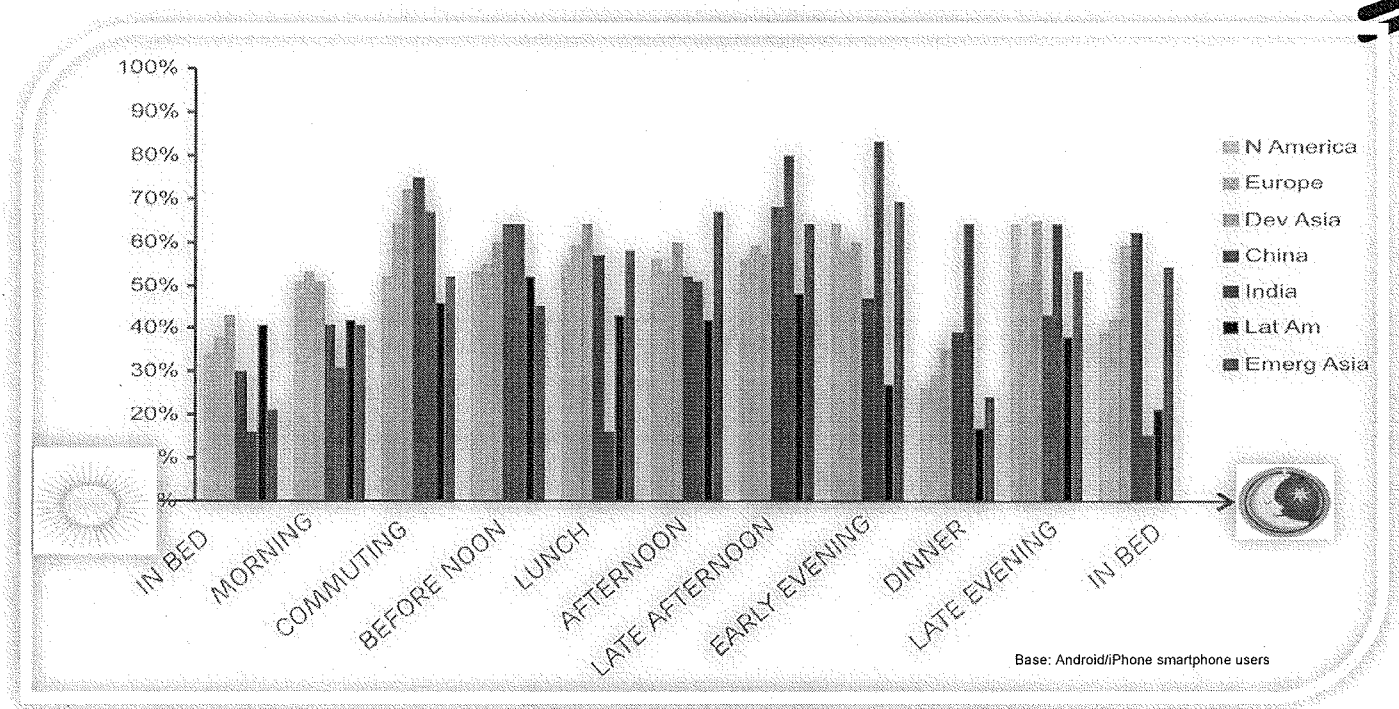


**You Tube**

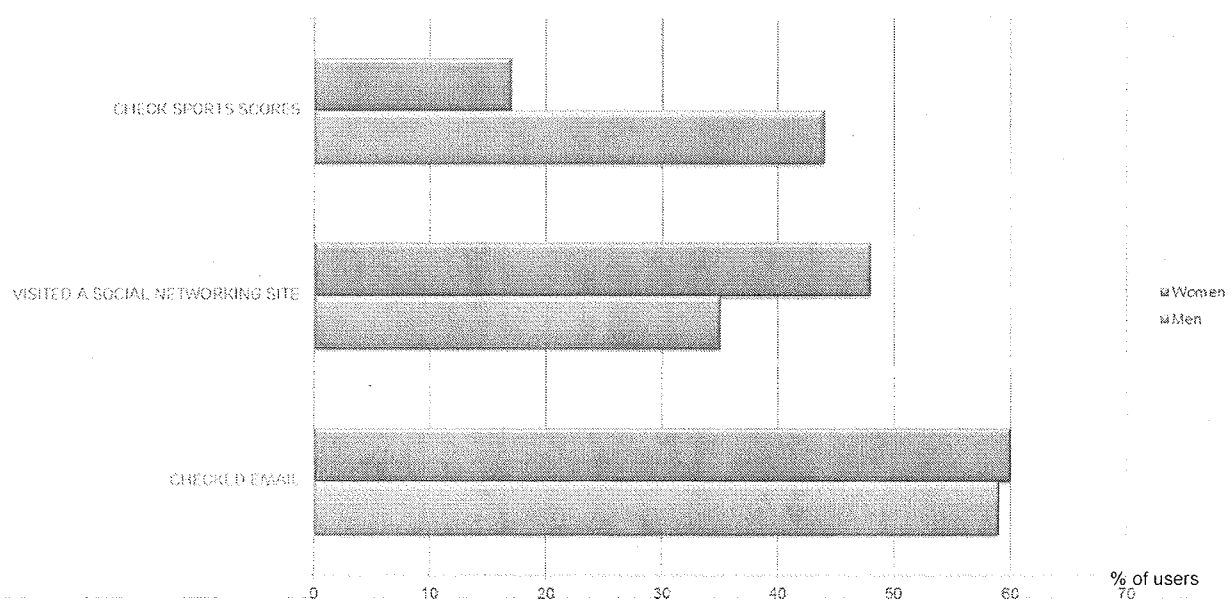
PANDORA  
internet radio



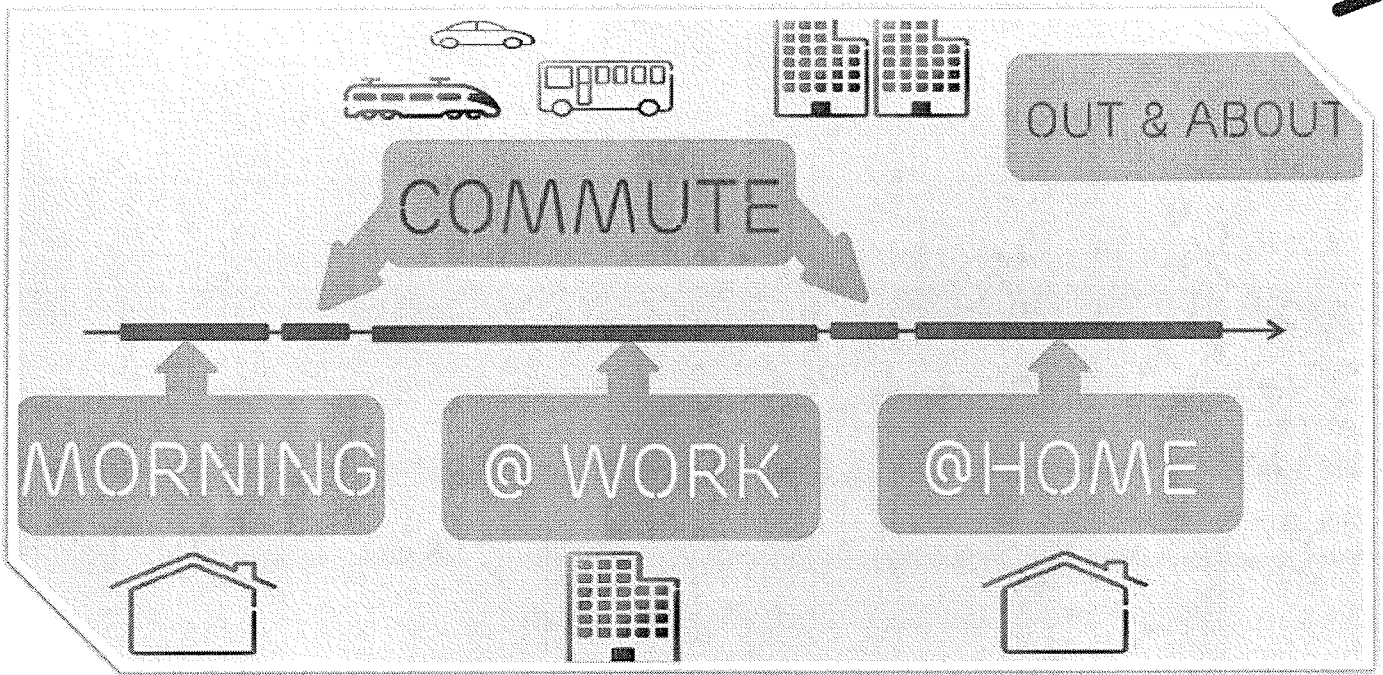
- 18 - 24
- 25 - 34
- 35 - 44



# MULTITASKING BEHAVIOR







ECOSYSTEMS

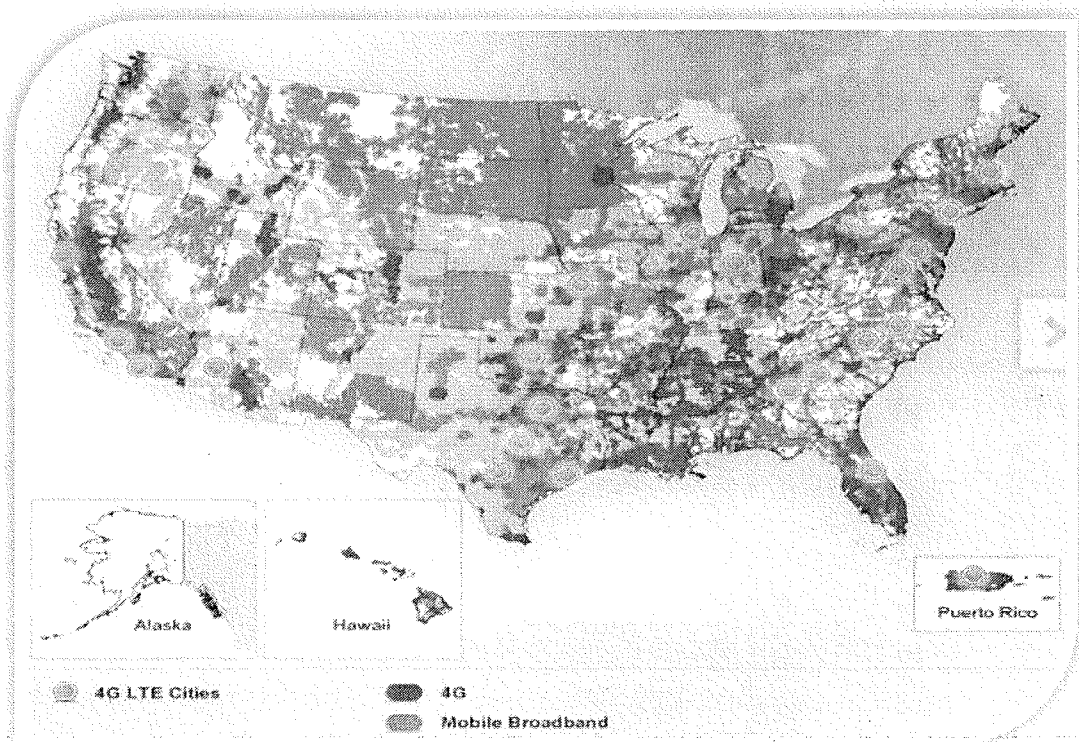
NETWORKS

WALLETS

ECOSYSTEMS

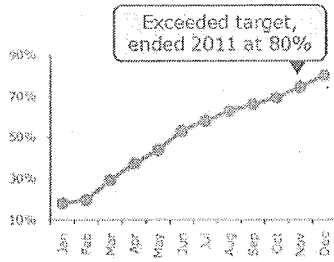
NETWORKS

WALLETS



## 2011 Wireless Network Momentum

### Data Traffic on Enhanced Backhaul



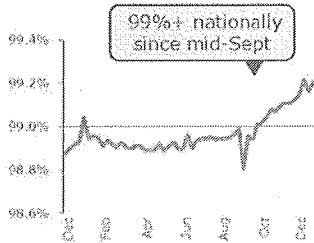
AT&T is committed to creating the world's most advanced and open network

Only U.S. carrier providing 4G speeds through both LTE and HSPA+ technologies

#### In 2011:

- Launched LTE with 74 million POPs in 26 cities
- 150,000+ network improvements
- Added 700,000 square miles of 3G mobile broadband coverage
- Installed more than 30,000 carriers
- Added 80,000+ new antennas

### National 3G Retainability Call Rates



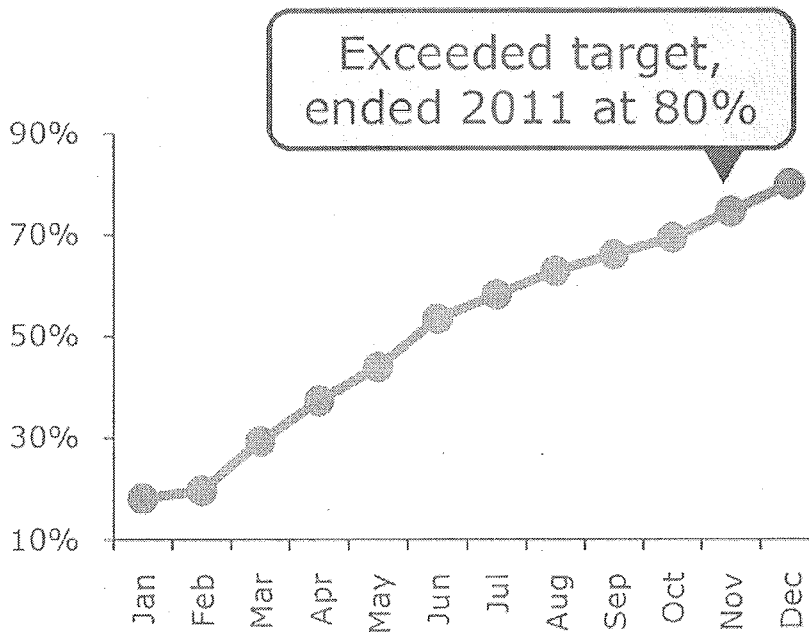
#### 2012 Outlook:

- Double LTE POP coverage
- Continued focus on adding capacity and expanded backhaul



Source: at&t

## Data Traffic on Enhanced Backhaul



Source: at&t





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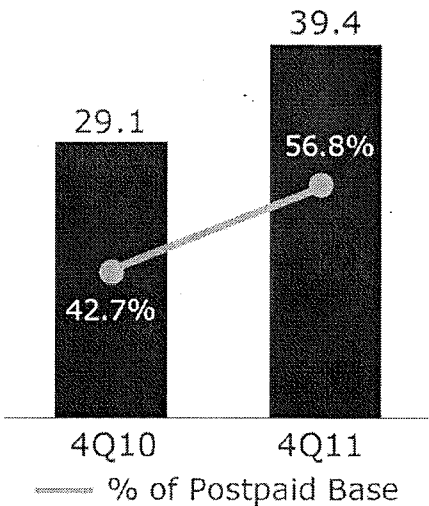
### 2012 Outlook:

- Double LTE POP coverage
- Continued focus on adding capacity and expanded backhaul

Source: a&I



### Postpaid Smartphone Devices (in millions)



### 9.4 million smartphone sales shatter record and continue to accelerate smartphone penetration

- 50+ percent more than previous record
- Nearly 2X last quarter
- More than 80% of postpaid sales
- Record Android and Apple sales

High-value customers, ARPU almost 2X

Source: a&I