

4G LTE

SEND ME 4G LTE UPDATES | SHARE

VERIZON 4G LTE. AMERICA'S FASTEST 4G NETWORK.

Rely on 4G LTE. Because only the fastest survive.

What do you want to know?

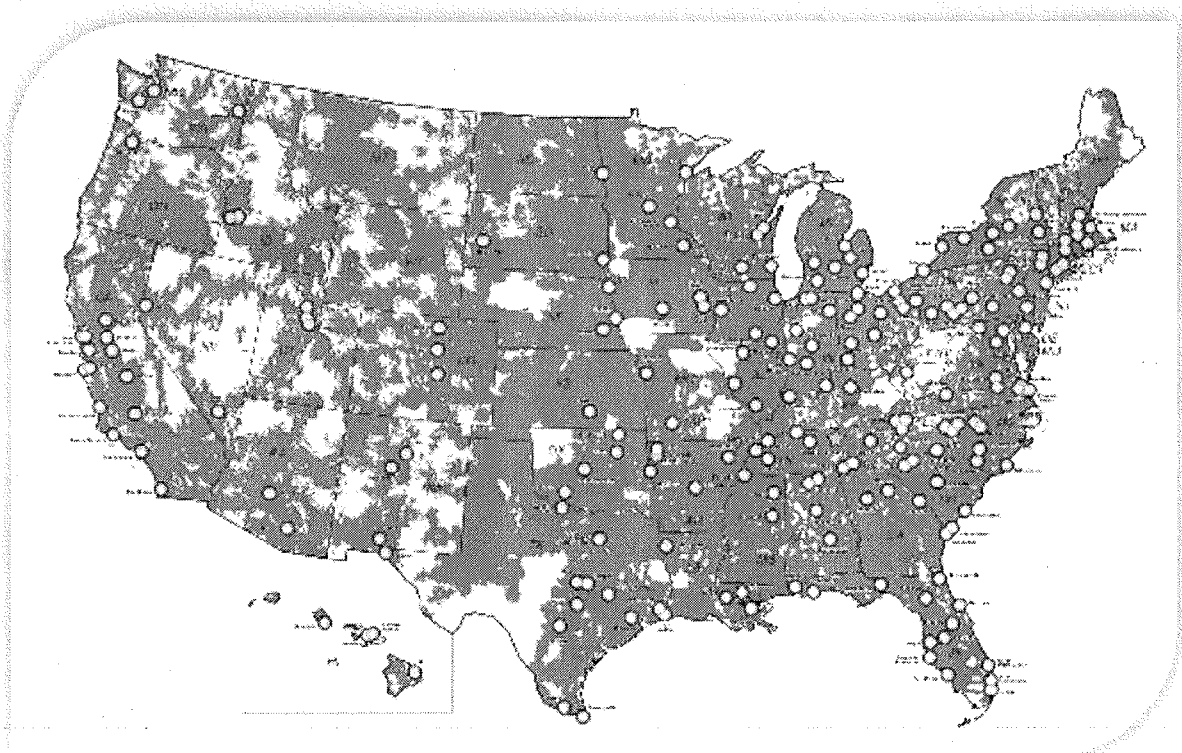
- What is Verizon 4G LTE?
- What can I do with it?
- How can 4G LTE help my business?
- What devices support 4G LTE?
- Where is 4G LTE available?

DROID RAZR BY MOTOROLA
Droid sharp. Razr strong.
> LEARN MORE

VERIZON 4G LTE IN ACTION
See why 4G LTE is built so you can rule the air.
> WATCH THE VIDEO

WHERE IS 4G LTE AVAILABLE?
Check out America's Largest 4G LTE Network.
> AM I COVERED?

Source: Verizon



Source: Verizon



NETWORK & CLOUD: COCKPIT VIEW

Key trends

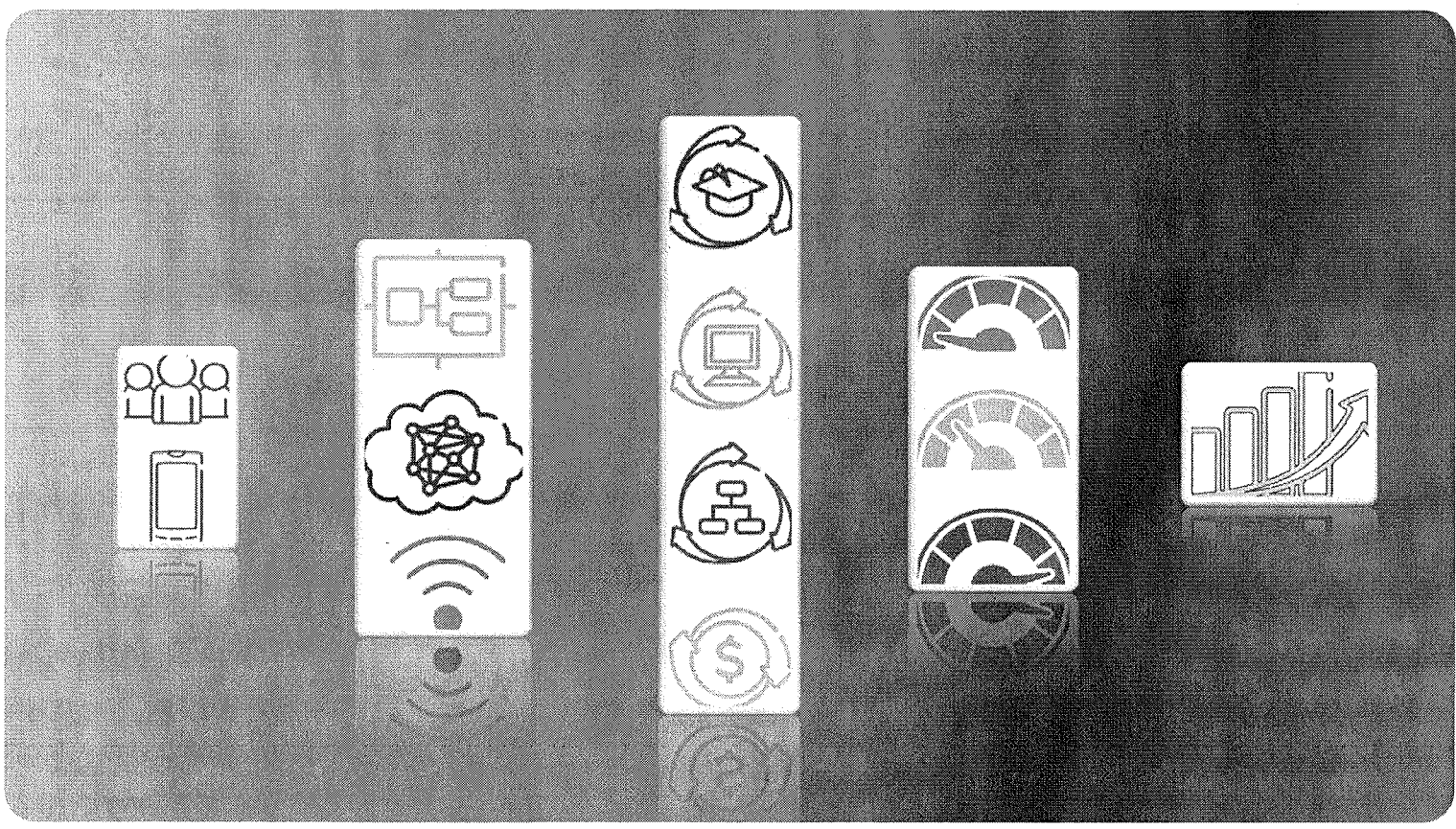
- 24 x 7 x M (anywhere)
- Services evolution: premise -> cloud
- Cloud & network are interdependent

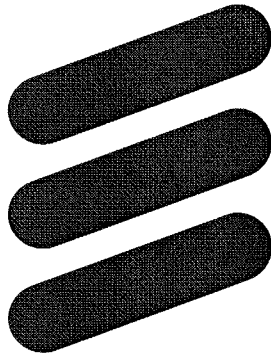
Operator needs

- 24 x 7 x M => ensure: coverage, capacity
- Assure QoE for cloud services
- Expand business, expand offerings

Network-enabled cloud

- Connectivity: 24 x 7 x M, efficient coverage and capacity, QoE, uplink
- Computing: Dynamic distribution of 'point of computing' => embedded functionality
- Creation: new services offerings, own and enabling others through api / exposure
- Control: sla-based delivery on an end-to-end basis (security, context etc)
- Customize: architect, build, optimize and operate





ERICSSON



MWC 2012

HÅKAN ERIKSSON
CTO 2003 - 2012

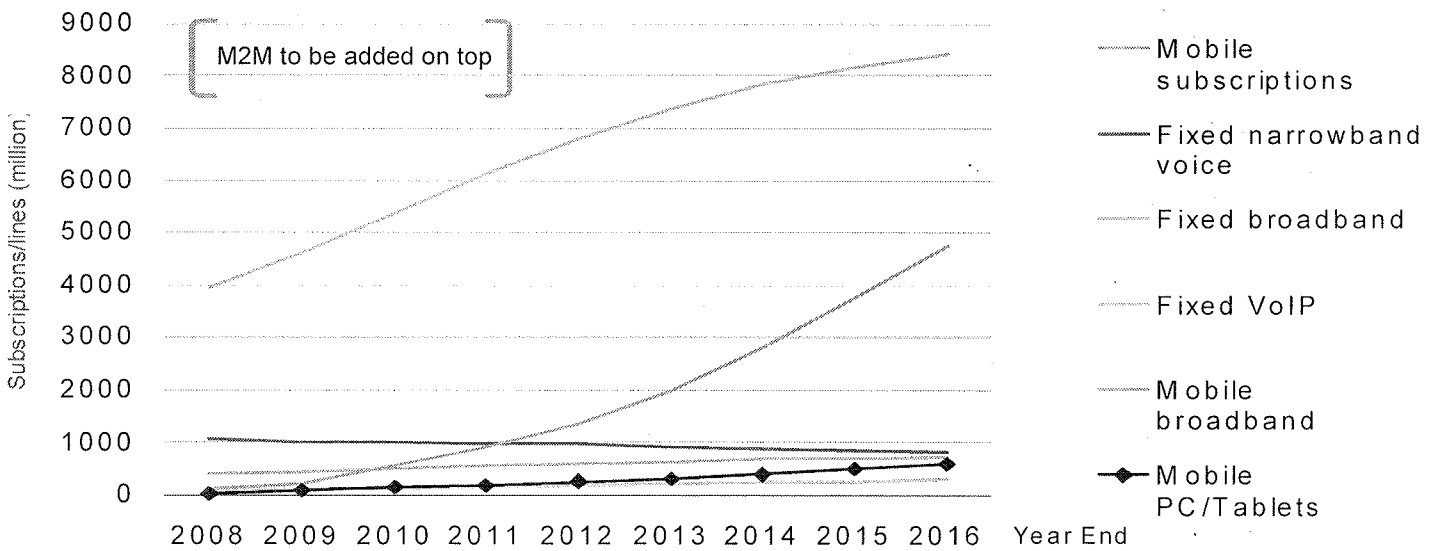
HEAD CUSTOMER UNIT AUSTRALIA AND NEW ZEALAND

THINGS WE THINK



By 2020, everything that benefits from a network connection will be connected.

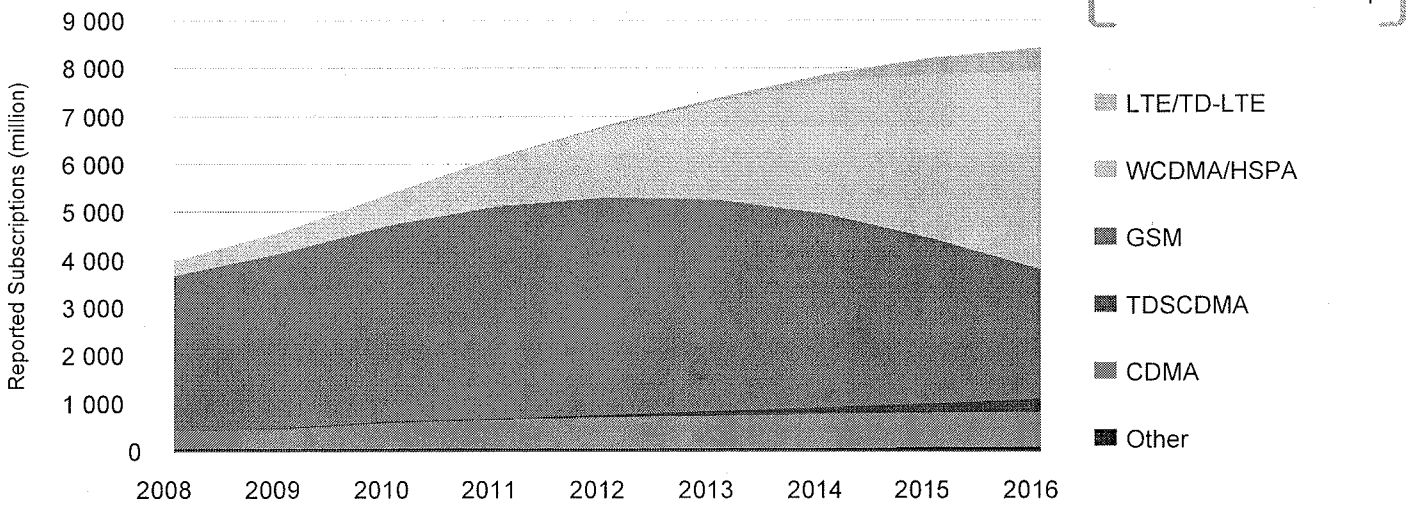
FIXED & MOBILE SUBSCRIPTIONS



REPORTED MOBILE SUBSCRIPTIONS

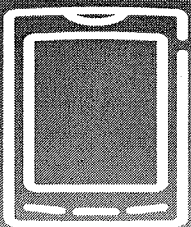


By system standard



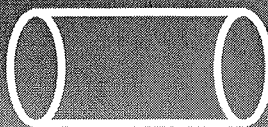
Source: Internal Ericsson
This slide contains forward looking statements

TECHNOLOGIES FOR THE NETWORKED SOCIETY



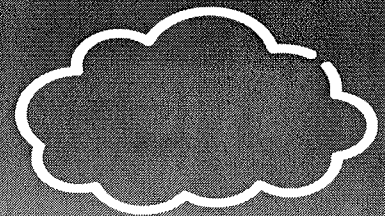
MOBILITY
BROADBAND

+



SERVICE AWARE
NETWORK

+

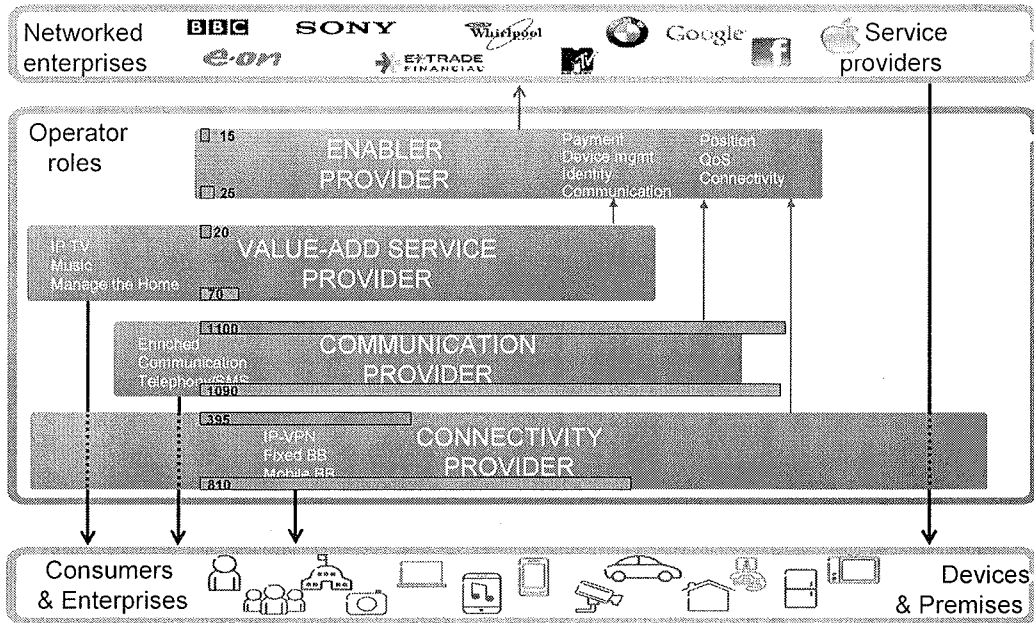


CLOUD

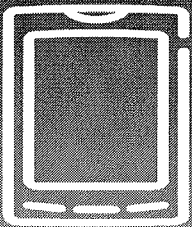
OPERATOR ROLES



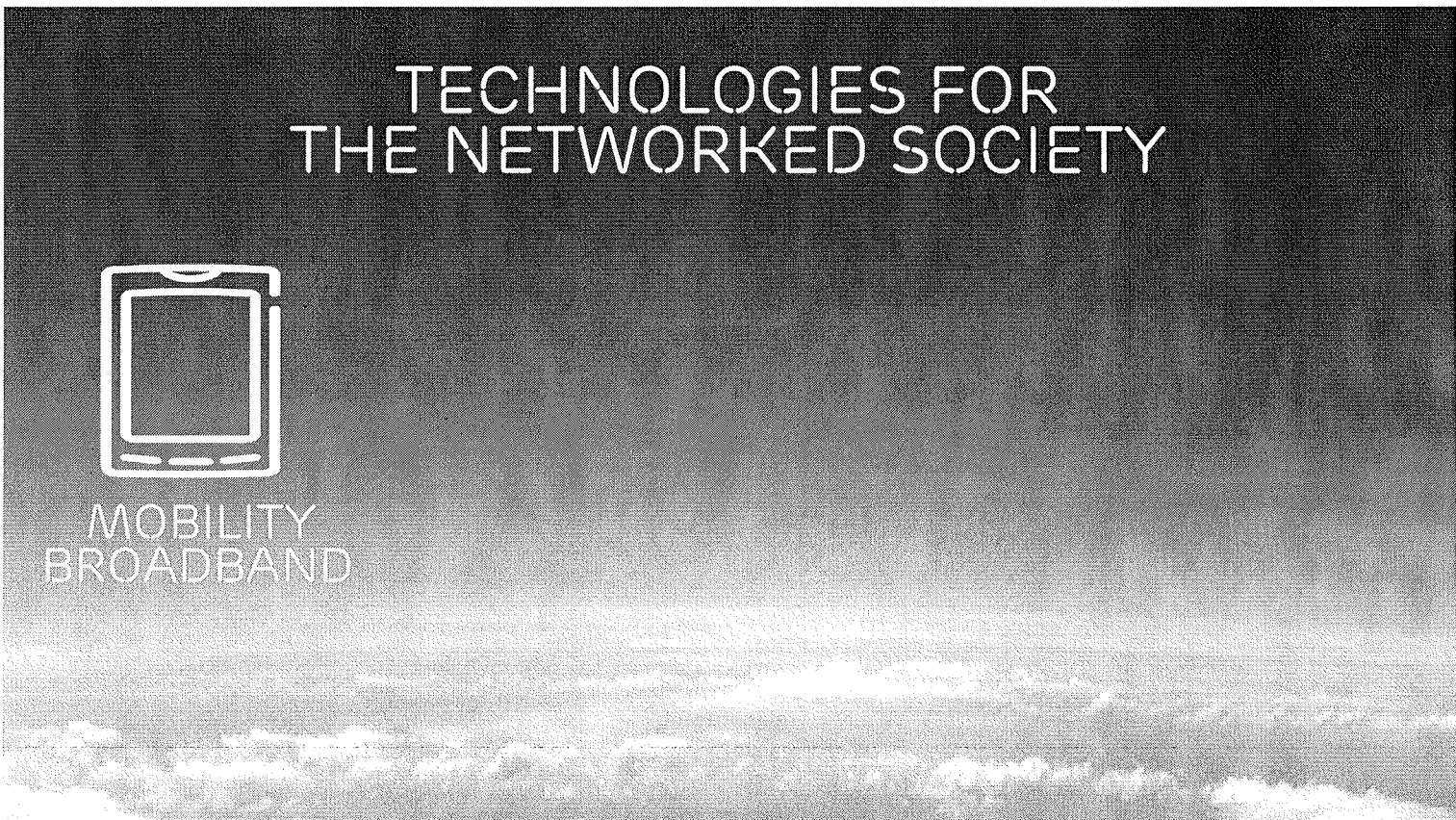
60 of which Google 24
Internet advertising
115



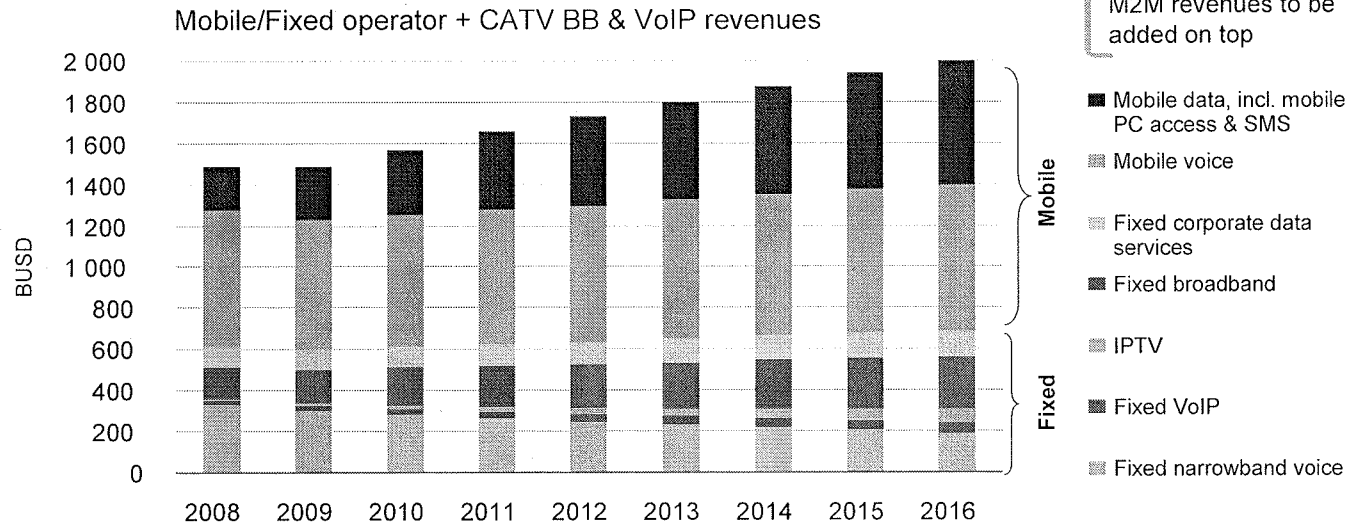
TECHNOLOGIES FOR THE NETWORKED SOCIETY



MOBILITY
BROADBAND

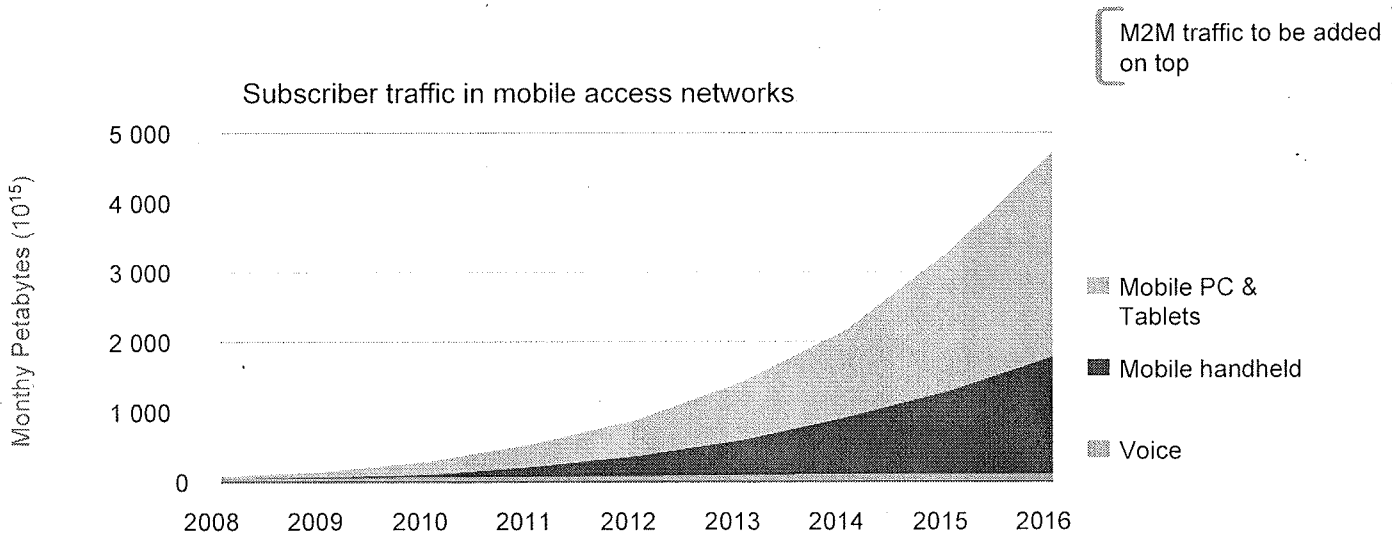


OPERATOR REVENUES



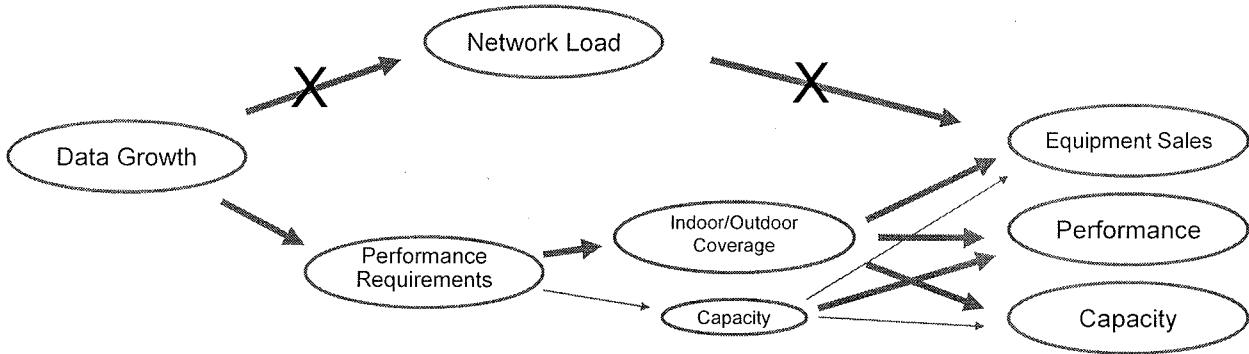
Source: Internal Ericsson
 Fixed and mobile service revenues. In addition, fixed BB & VoIP revenues from cable and alternative providers are included.
 This slide contains forward looking statements

MOBILE TRAFFIC, VOICE AND DATA



Source: Internal Ericsson
 Definitions: see note pages.
 DVB-H, Mobile WiMax, M2M and WiFi traffic not included
 This slide contains forward looking statements

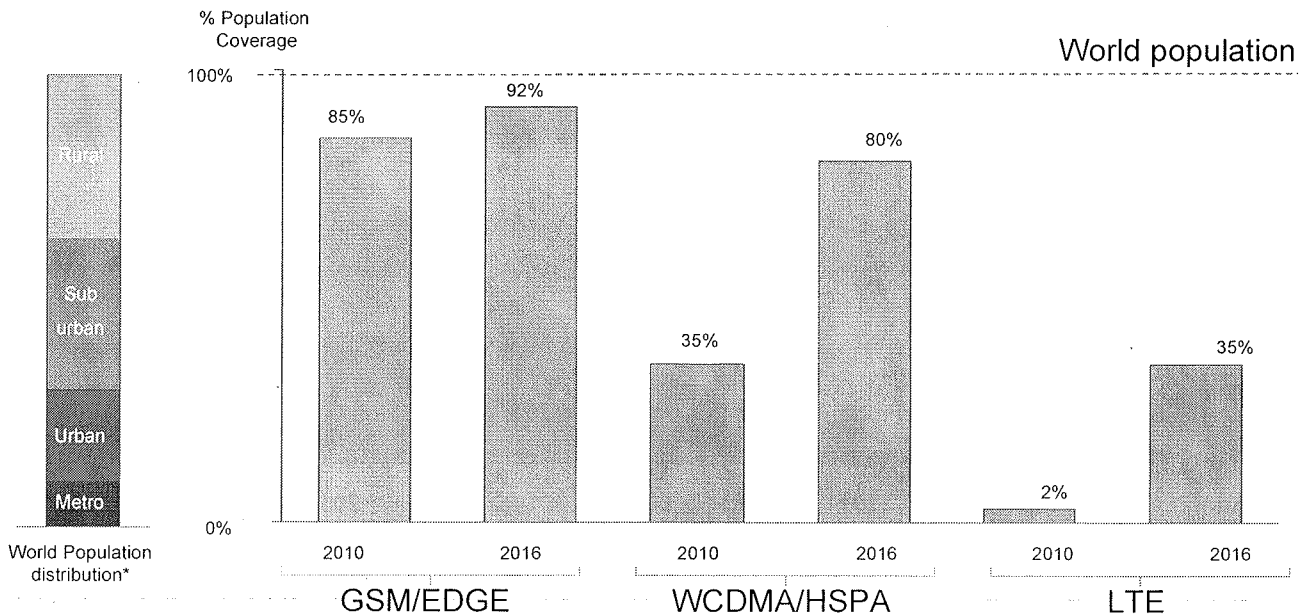
CORRELATION BETWEEN DATA TRAFFIC GROWTH AND CAPEX



Network load is mis-leading indicator

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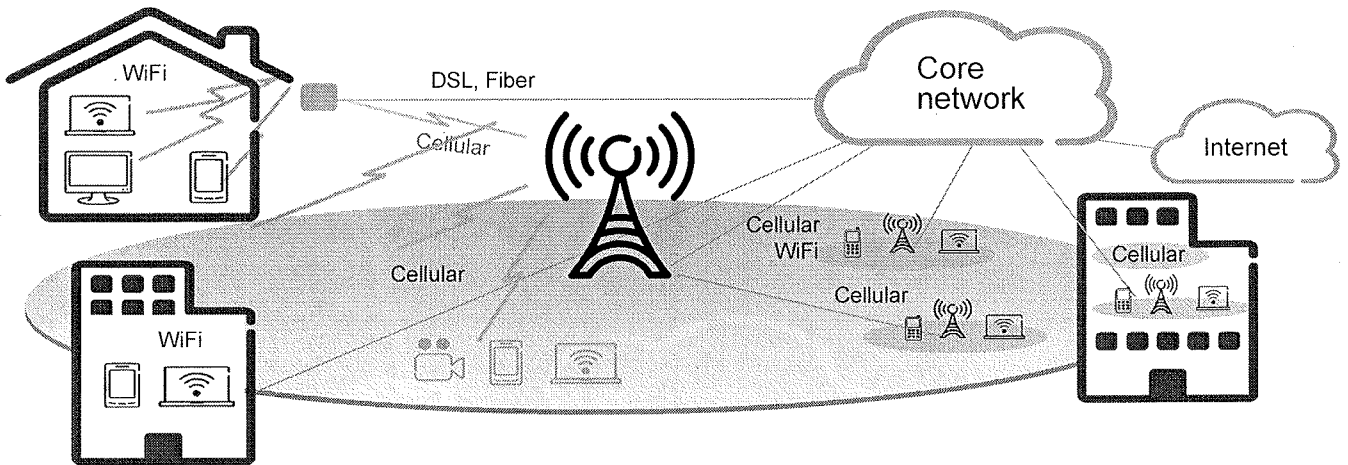
MOBILE WORLD TECHNOLOGY COVERAGE 3GPP TECHNOLOGIES – 2010 VS 2016 ESTIMATE



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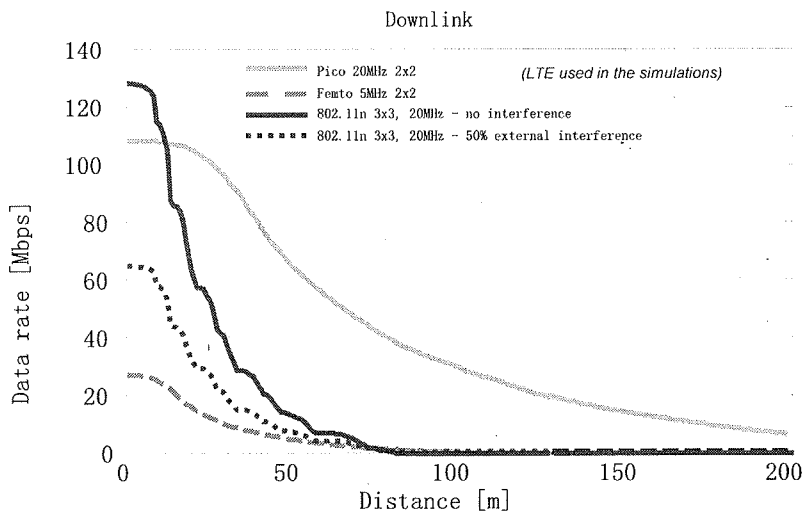
*Metro >4000 people/sq km, Urban 1000-4000 people/sq km, Suburban 300-1000 people/sq km, Rural (<300 people/sq km)

MOBILITY AND BROADBAND ONE NETWORK – MANY PIPES



Personalized services in an
Always Best Connected environment

SMALL CELL DEPLOYMENT ASPECTS



Pico

- › Maximizes the value of site
- › Full seamless mobility
- › Licensed spectrum to manage potential interference

WiFi

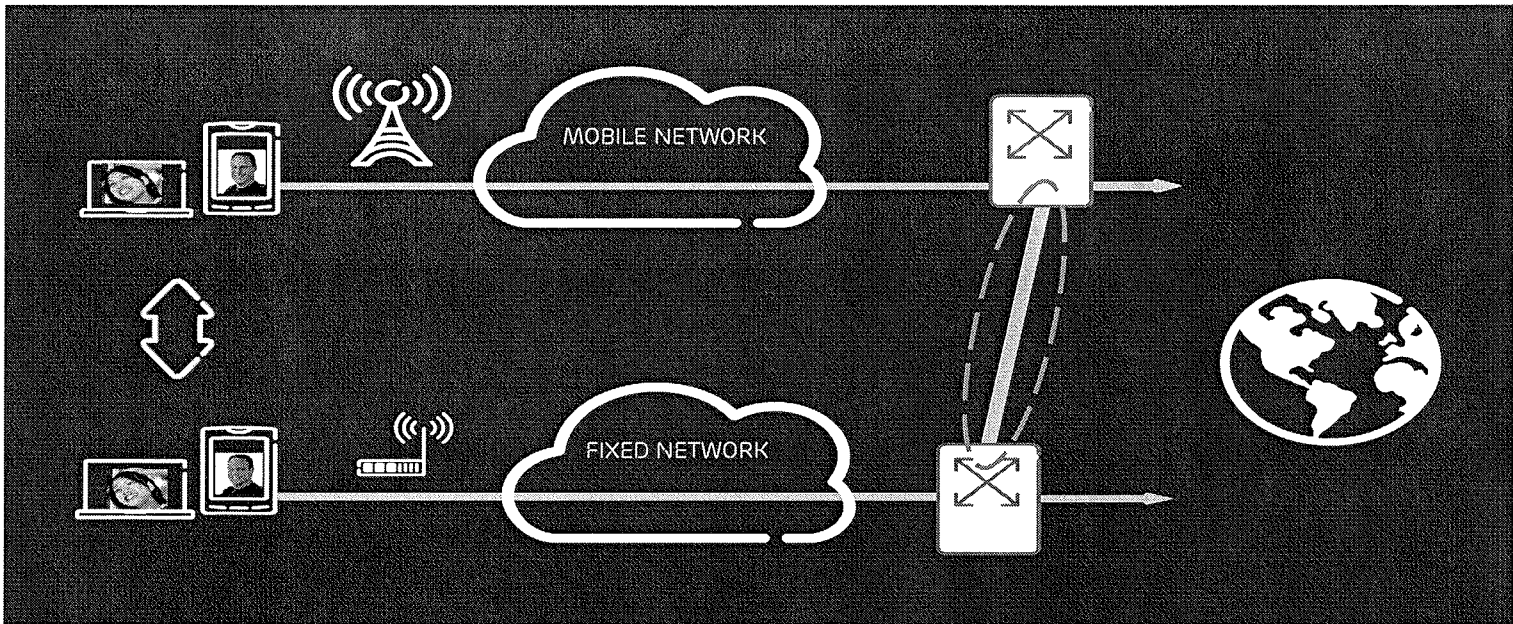
- › Limited coverage need
- › Indoor, low-interfered locations
- › Site and backhaul not a cost

Femto

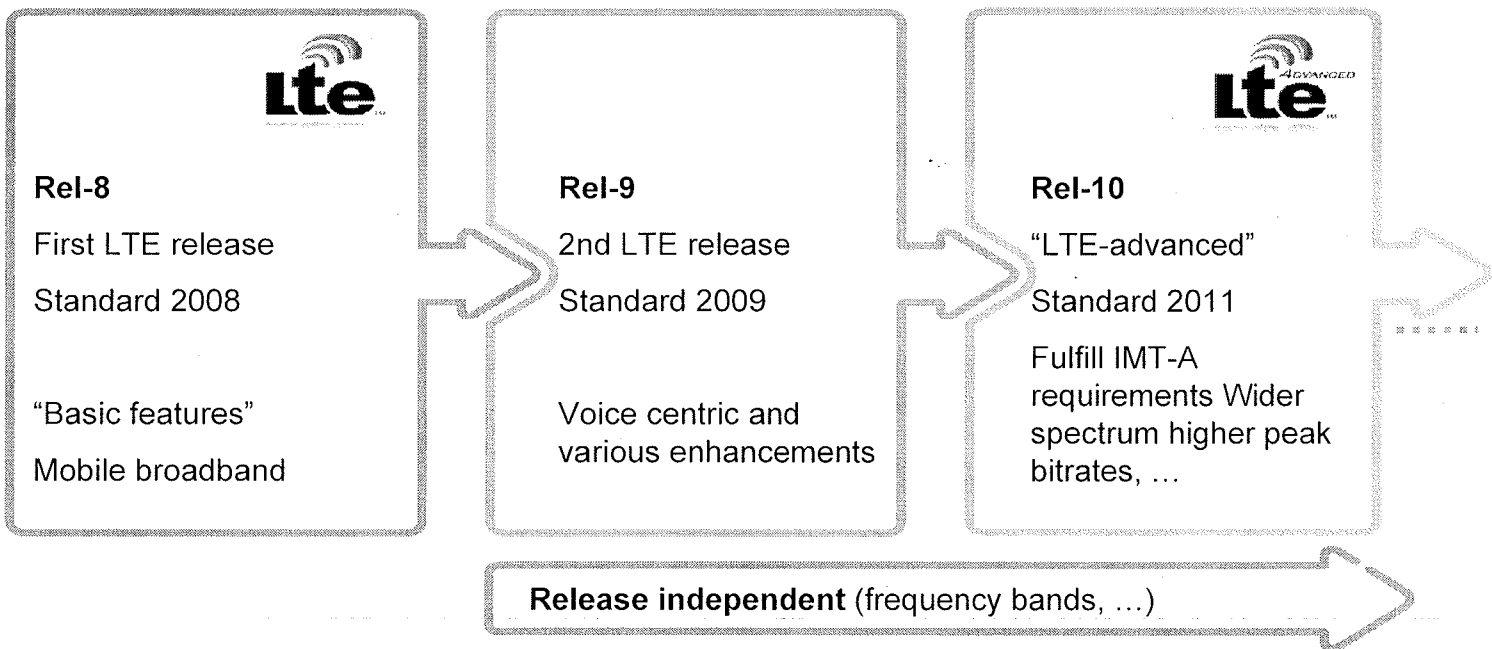
- › No data rate benefit over WiFi
- › Interference and hand-over issues
- › Indoor voice quality

[Wi-Fi is a good complement to cellular]

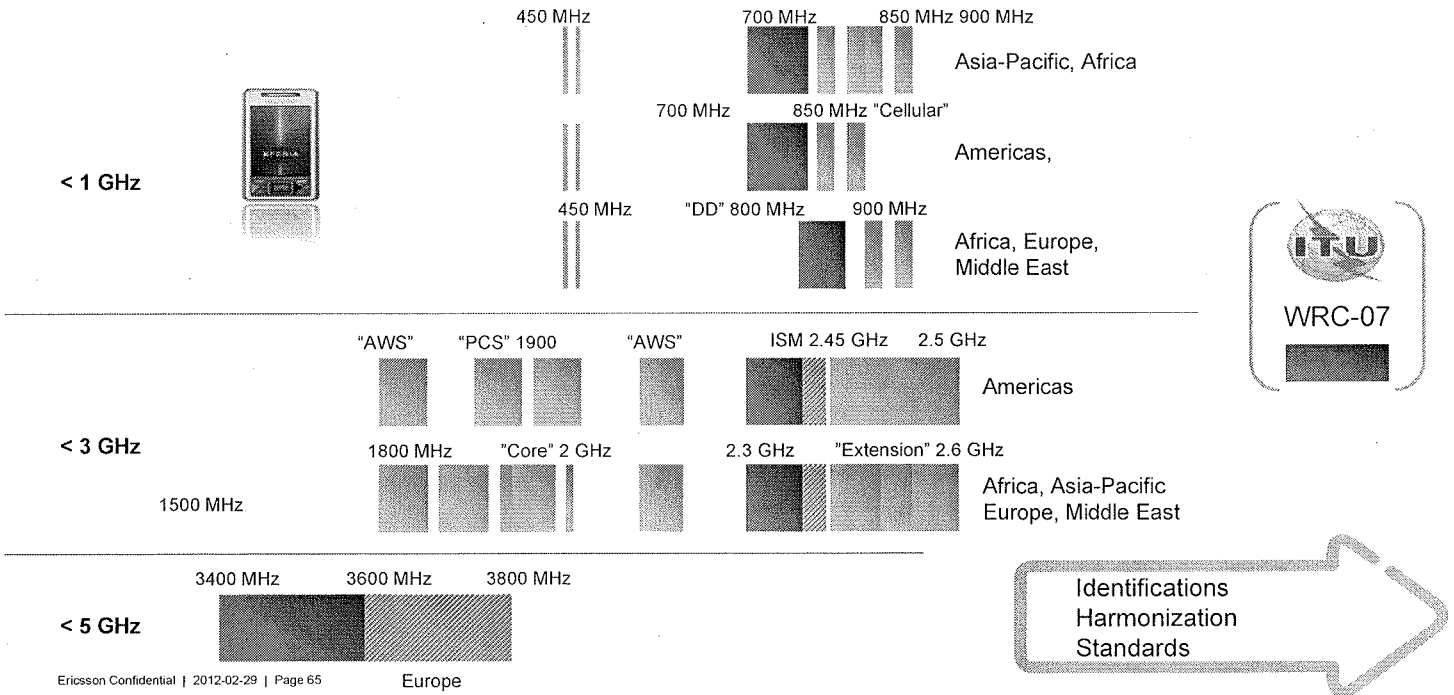
NETWORK INTEGRATED WIFI SOLUTION



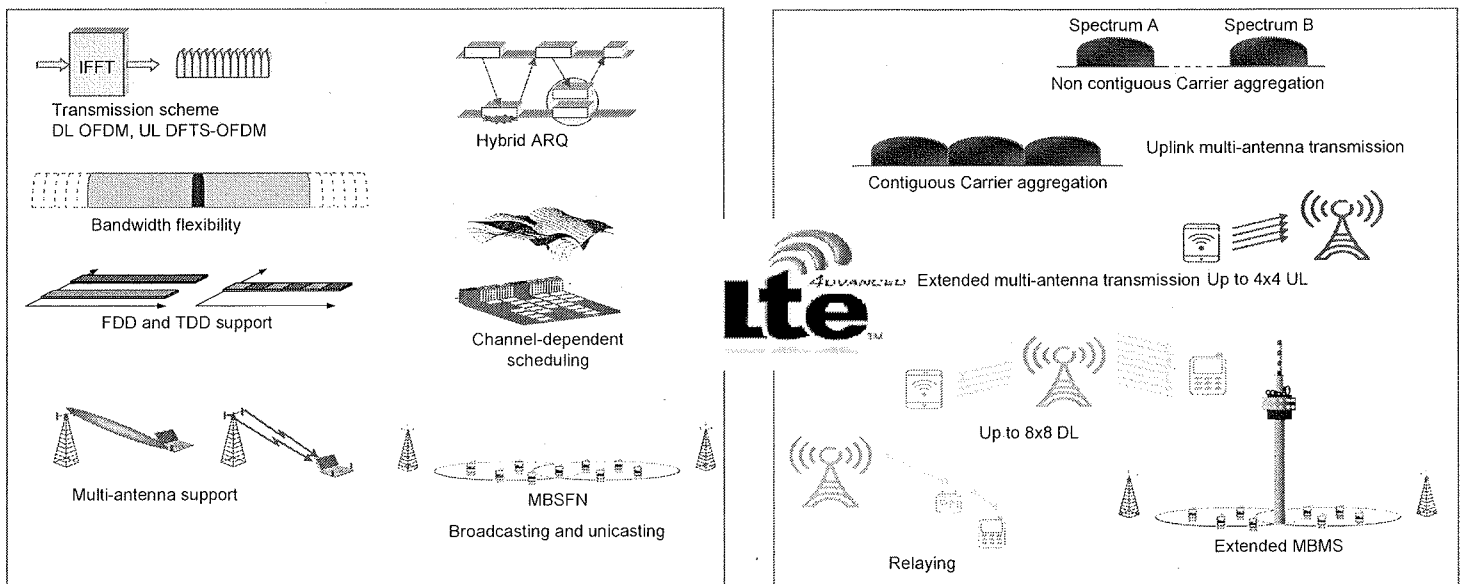
3GPP LTE RELEASES



CURRENT IMT SPECTRUM MAP



LTE TECHNOLOGY AND FLEXIBILITY



LTE REL10 - FIRSTS FIELD TESTS



LTE Rel10 coverage in Kista

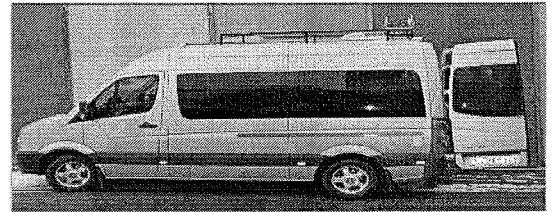
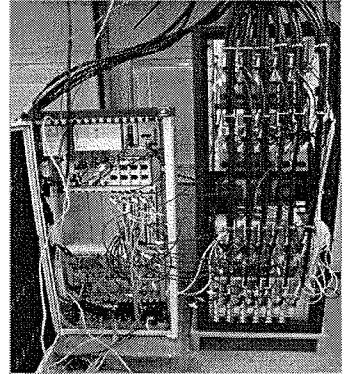
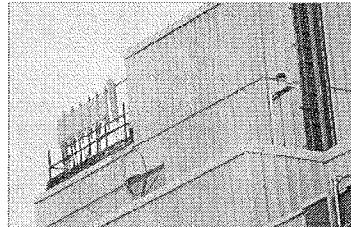
Carrier aggregation: **60 MHz BW**

Achieving 1 Gbps in the field

8x8 MIMO in downlink

Built on 3GPP Rel 10, meeting IMT Advanced

>300 Mbps in most parts of Kista

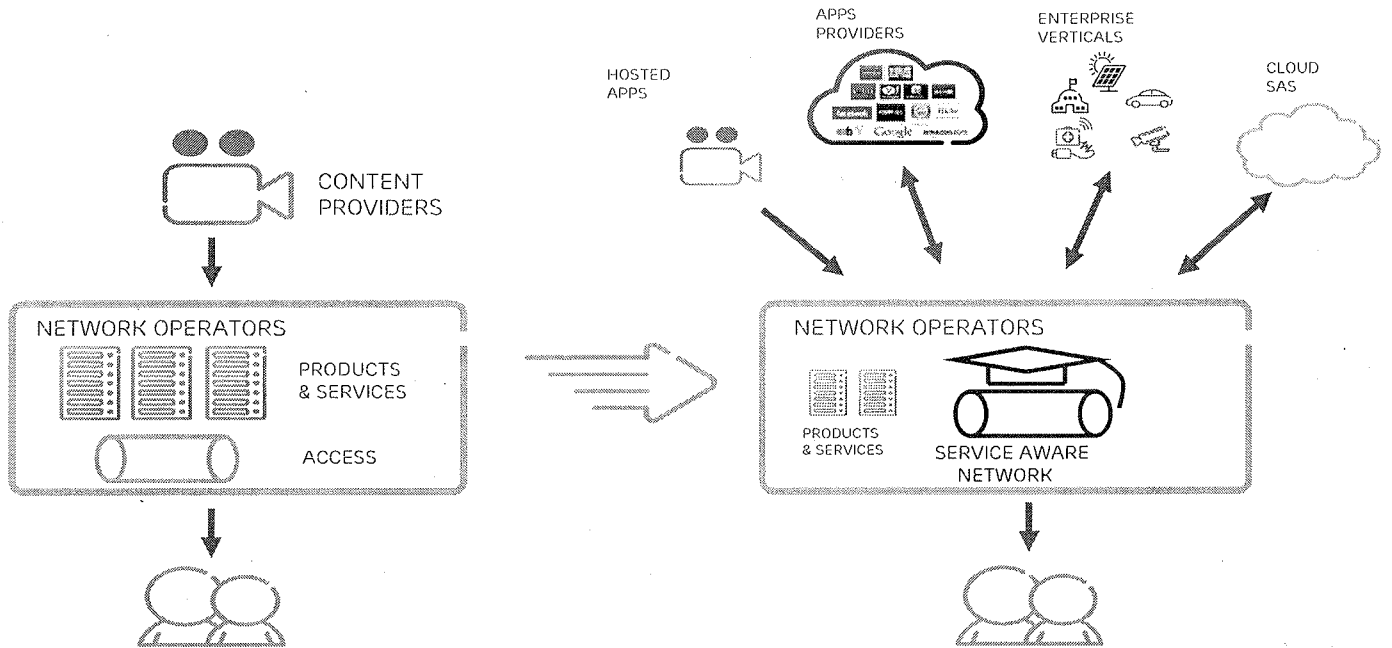


TECHNOLOGIES FOR THE NETWORKED SOCIETY

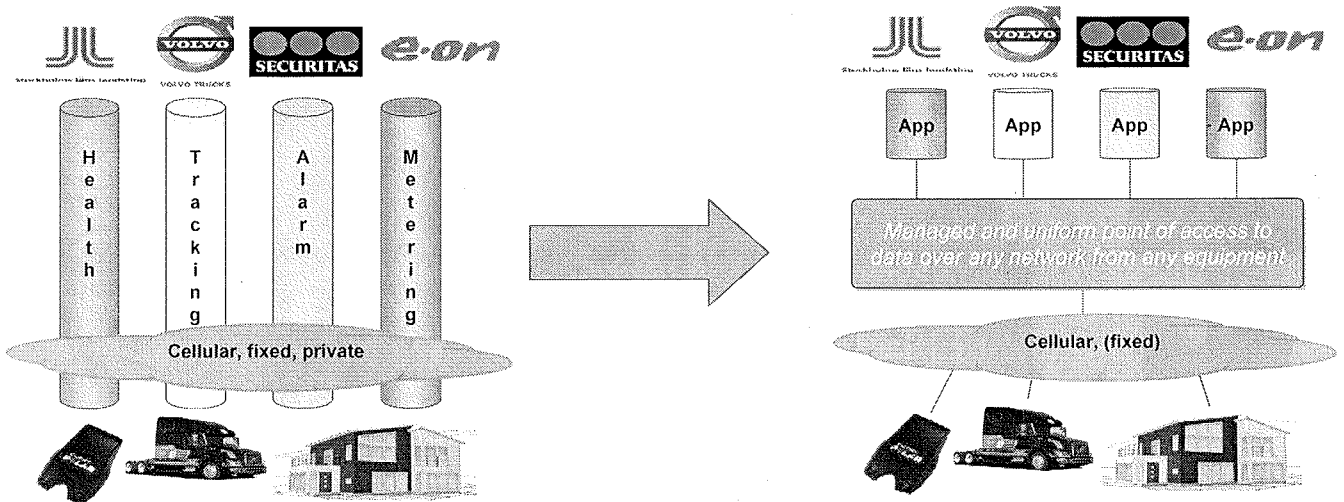


SERVICE AWARE
NETWORK

BROADENING THE MARKET OPPORTUNITY



VERTICALS IN THE 50B VISION BASED ON HORIZONTAL LAYERS



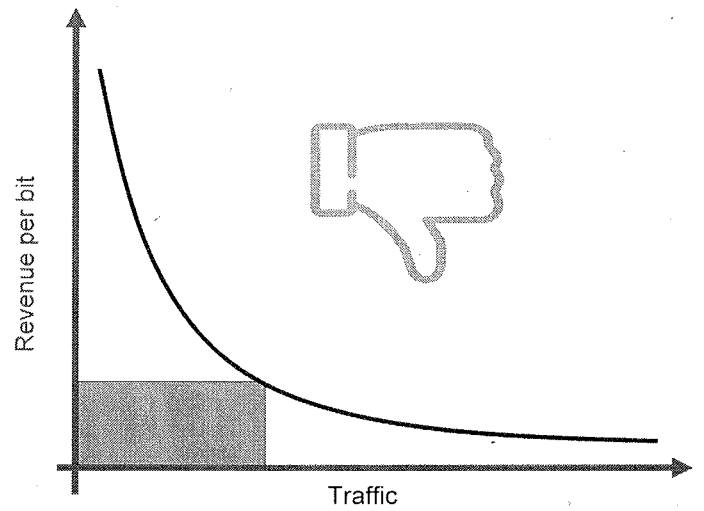
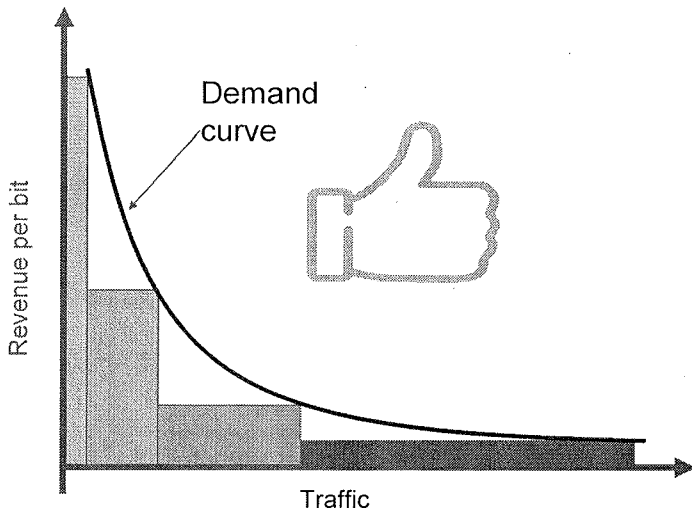
Building on standardized technology to achieve economy of scale

MAXIMISE CONNECTIVITY BUSINESS THROUGH TAILORED OFFERINGS



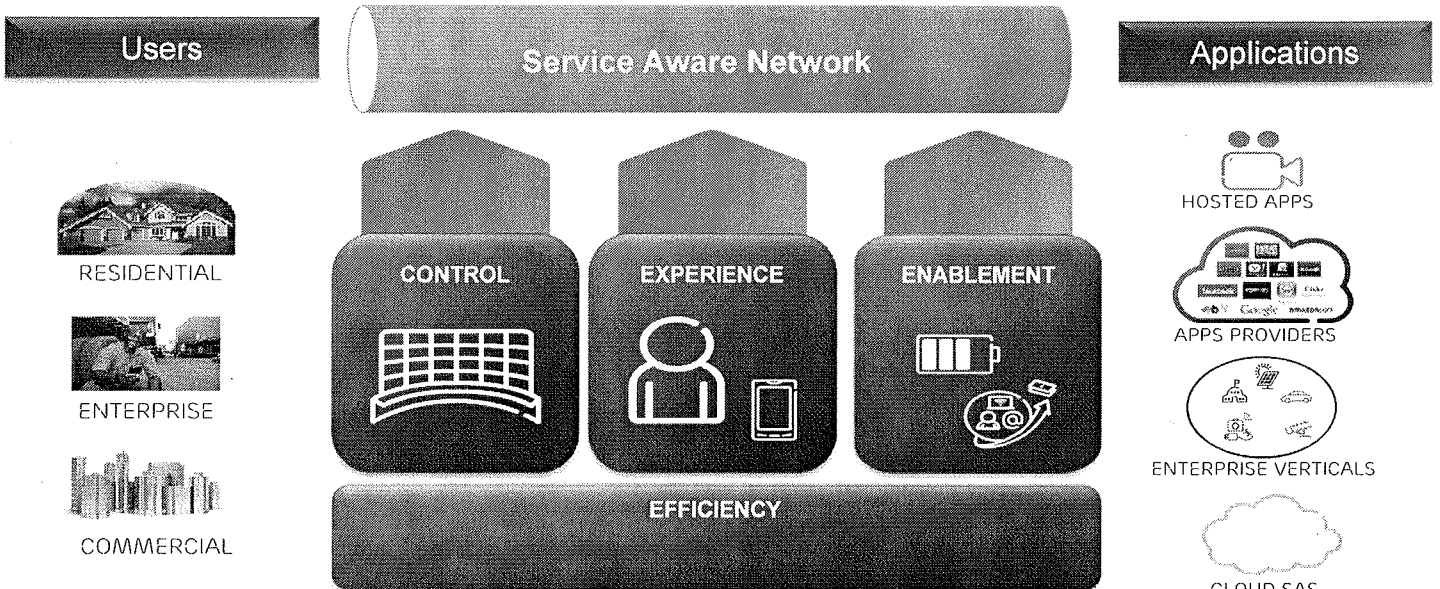
Addressing different demands/needs...

...not one size fits all...

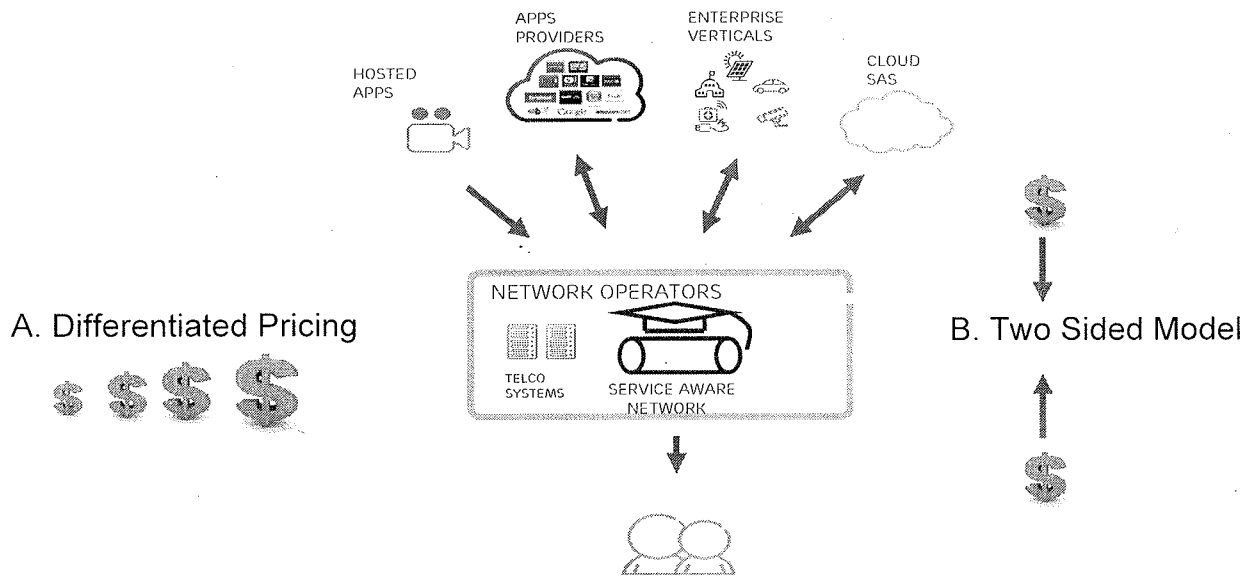
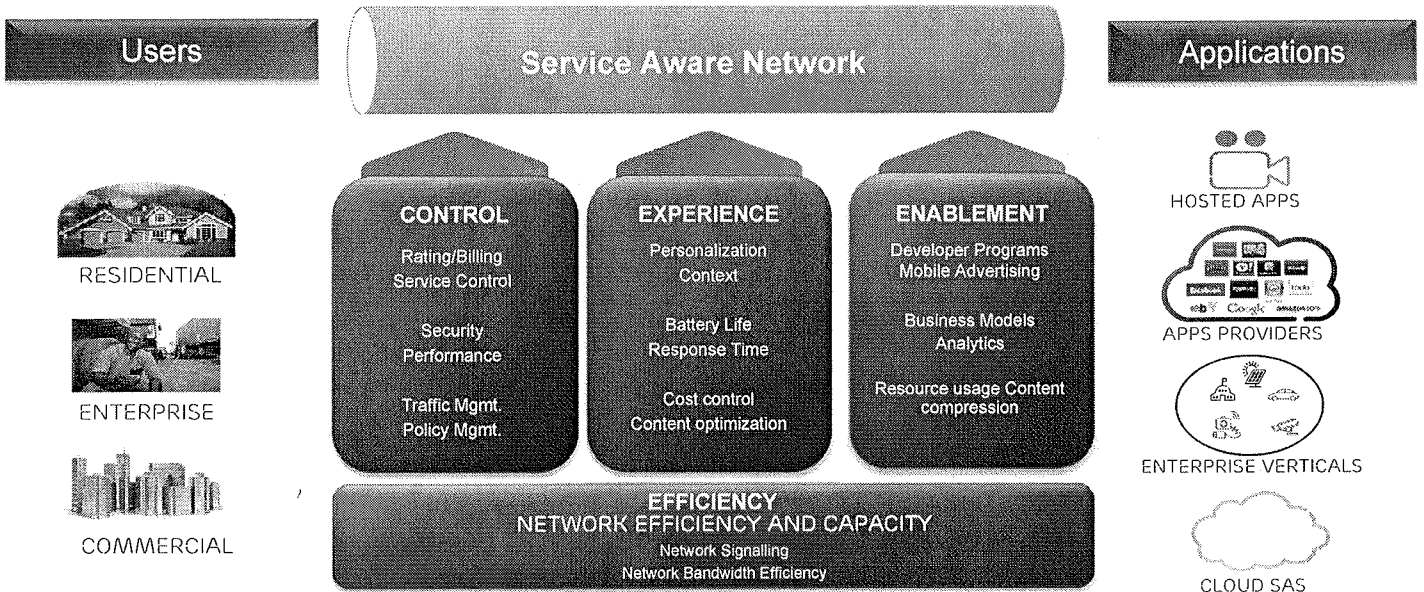


Flat rate → Volume based → Value based

SERVICE AWARE NETWORK

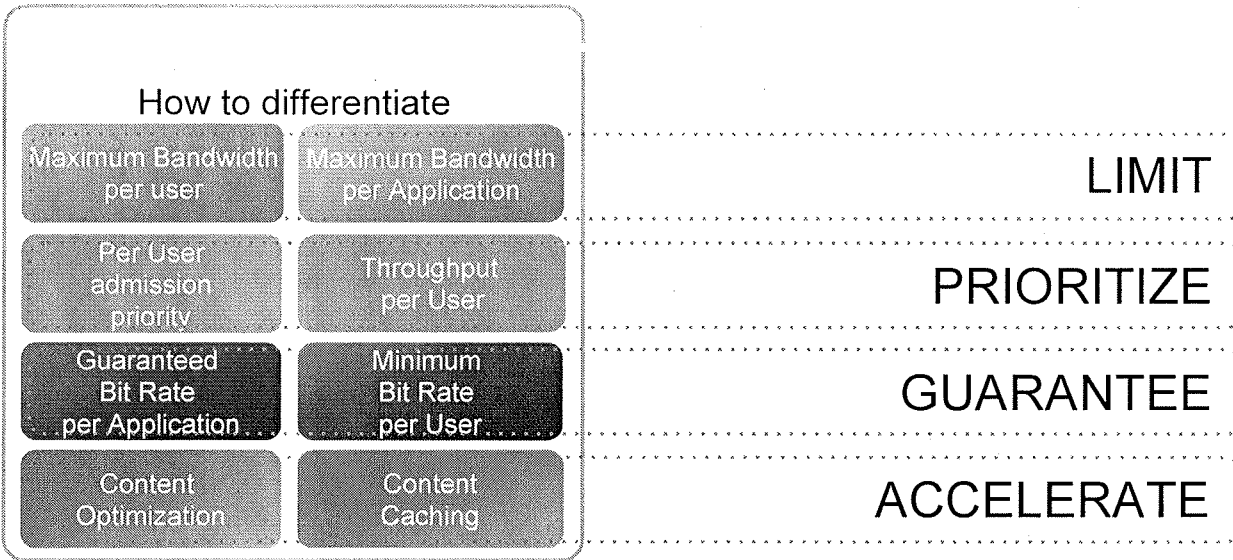


SERVICE AWARE NETWORK

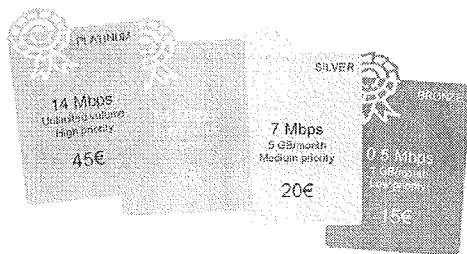


Two complementary monetization methods emerging

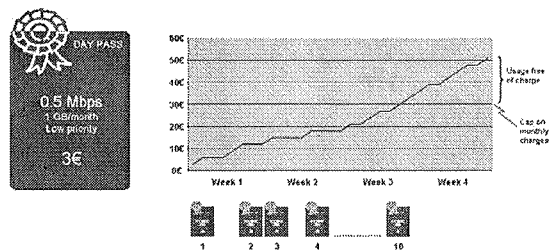
NETWORK CONTROL & USER EXPERIENCE



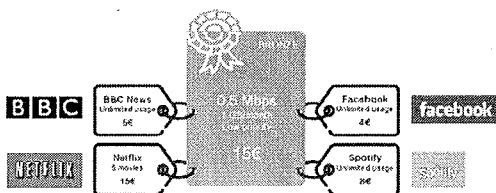
DIFFERENTIATED PRICING



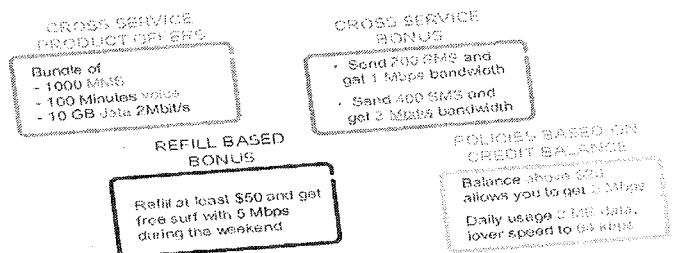
Differentiated Services



"Pay-as-you-go" schemes

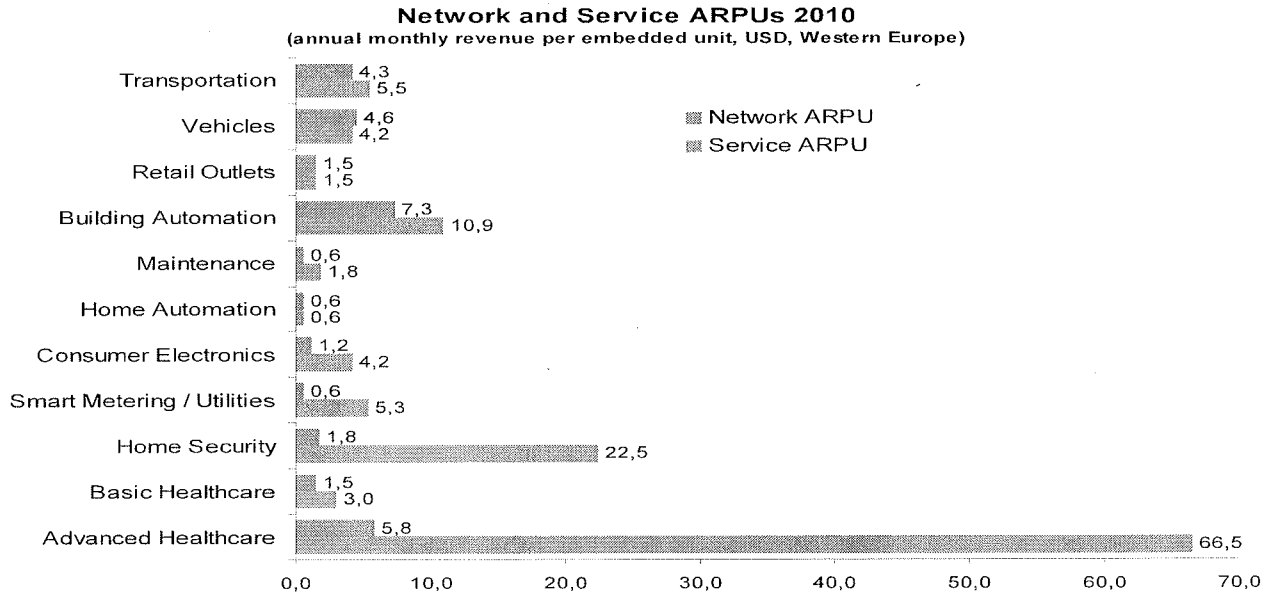


Add-on packages



Cross-services and promotions

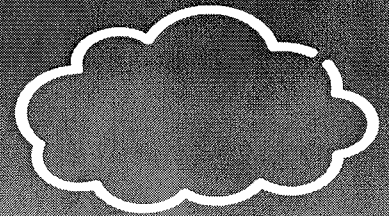
SERVICE REVENUE ADDED ON TOP



Source: Strategy Analytics; Embedded Mobile Long Term Forecast, 2010

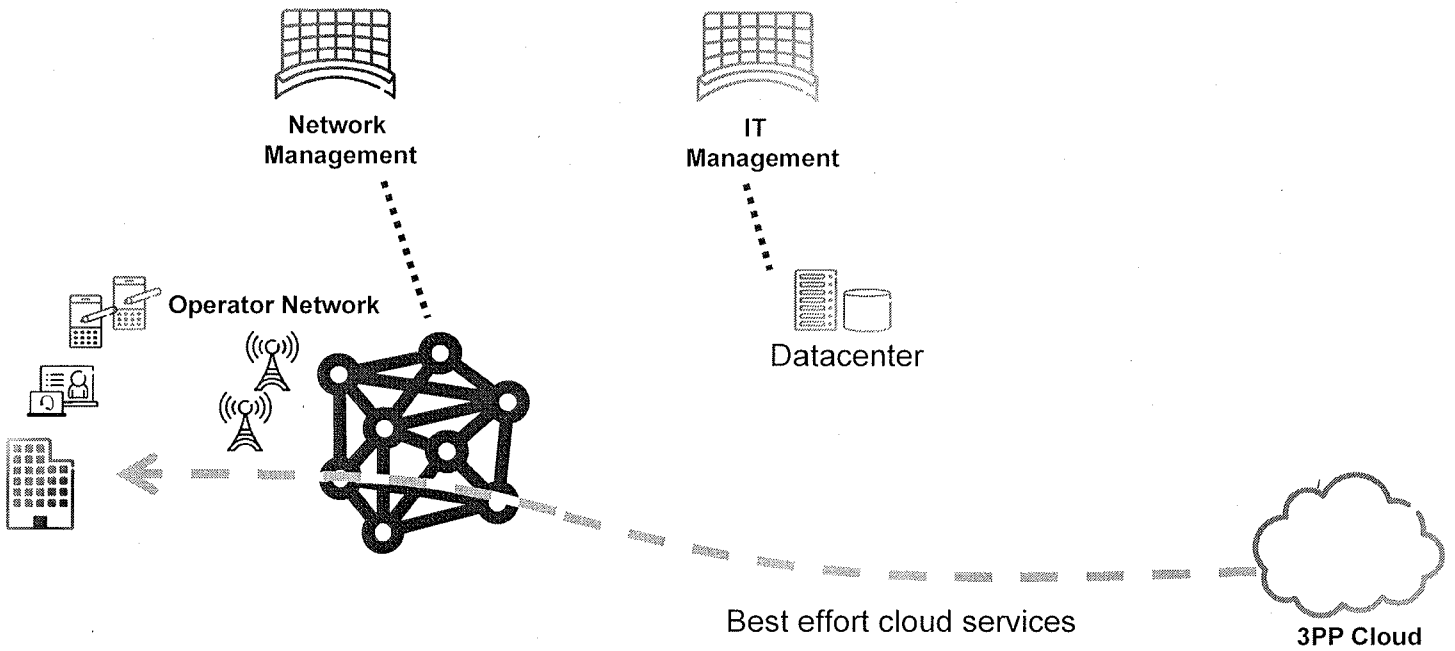
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TECHNOLOGIES FOR THE NETWORKED SOCIETY

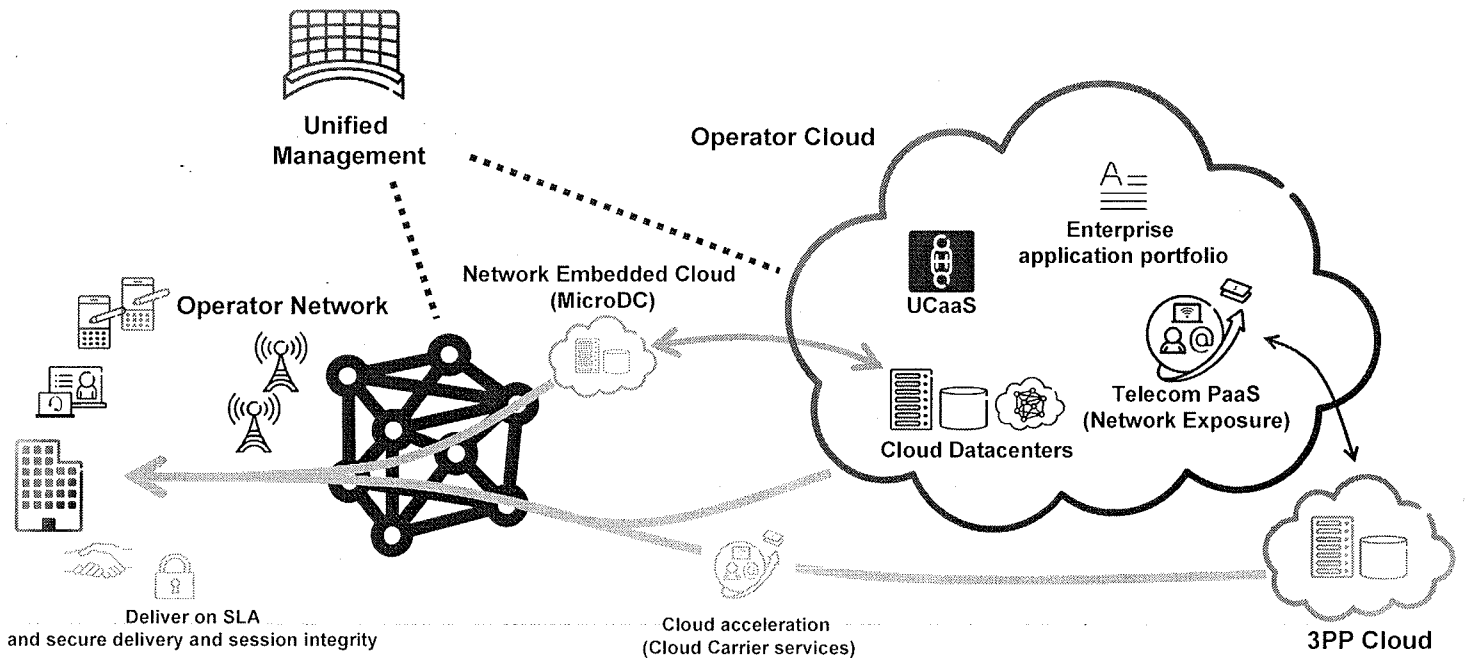


CLOUD

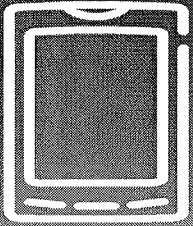
THE STARTING POINT



MOVE TO THE EMBEDDED CLOUD

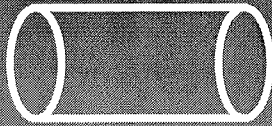


TECHNOLOGIES FOR THE NETWORKED SOCIETY



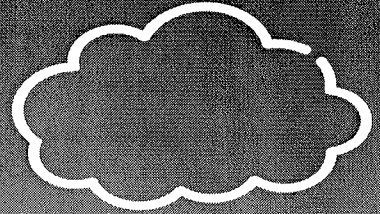
MOBILITY
BROADBAND

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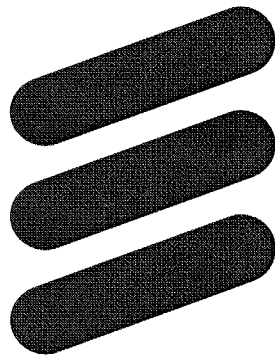


SERVICE AWARE
NETWORK

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CLOUD



ERICSSON

WELCOME TO STOCKHOLM JUNE 25-26, 2012



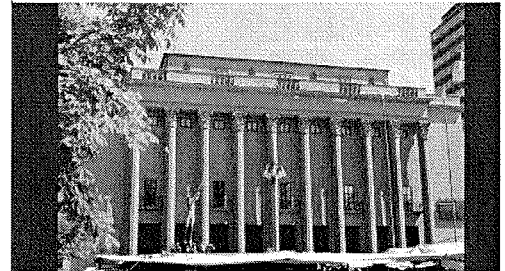
› Broadband for all

- Seminar at the Stockholm Concert House
- Private meetings with Swedish regulator PTS
- Technology briefings with Ericsson experts

› Governments & Regulators only

› 2011 the seminar gathered 65 delegates from 35 countries – all six continents were represented

Broadband for all - a networked and prosperous society

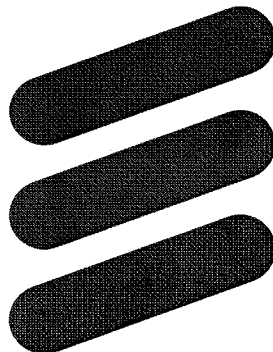


Seminar
June 25, 2011
Stockholm

Location
Ordningsställen
Concert Hall
Kungälvsgatan 43
Stockholm

- What are the most effective Government initiatives for nationwide broadband deployment and use?
- What key regulatory and technology aspects need to be addressed in order to fulfill the promise of 100 Mbps broadband service to a majority of our society by 2020?
- How will countries unleash 500 MHz of spectrum for broadband? A strategic issue also for our economy.
- In 2010 the seminar gathered 65 Government & Regulator representatives from 35 countries on all continents.

With contributions from the following speakers:



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