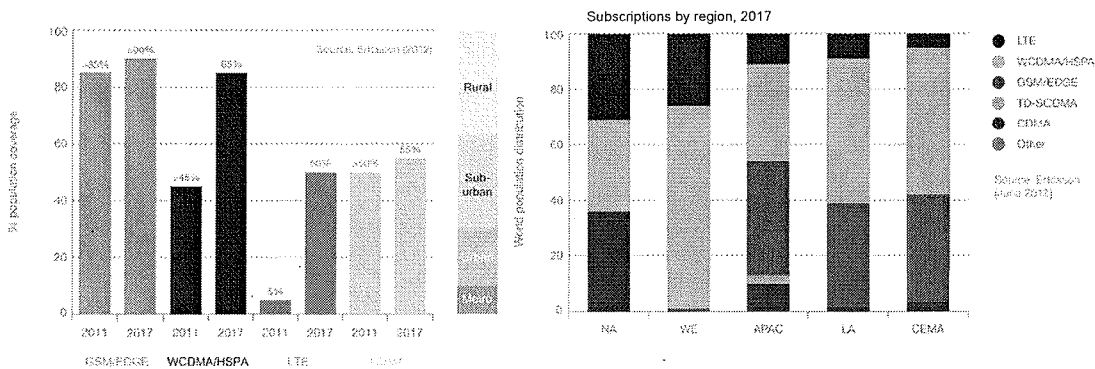


NEW TECHNOLOGY DEPLOYMENTS AND LTE SMARTPHONE GROWTH

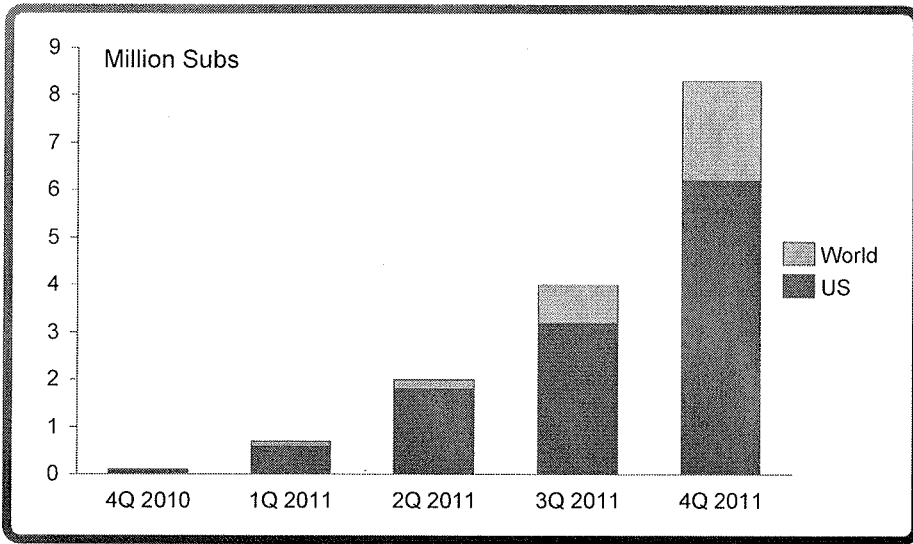
Hanna Maurer-Sibley
Strategic Product Manager LTE

ERICSSON FORECAST



Mobile Broadband and LTE growing in all dimensions - traffic, subscriptions, coverage

LTE SUBSCRIBER GROWTH

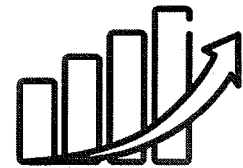


75% of LTE subscribers in USA

Rapid growth in Korea ~1.2 million in six months

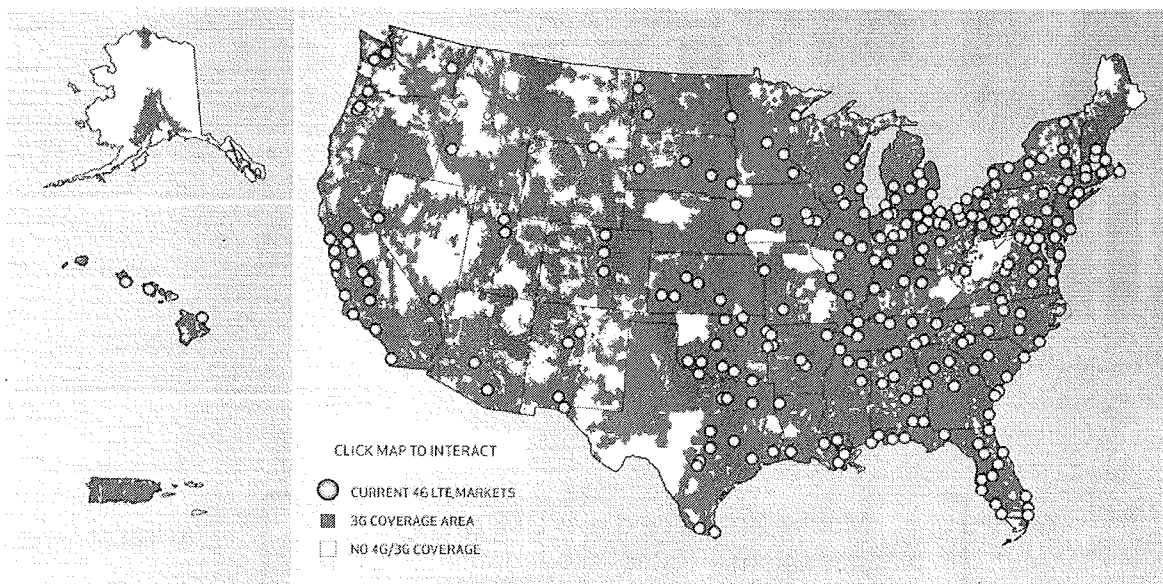
World net addition in Q4 ~ 48K/day

Smartphone growth exceeding all prior estimates



* Source: Wireless Intelligence, WCIS, Ericsson Analysis

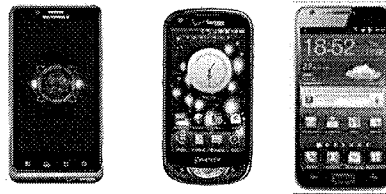
"VERIZON 4G LTE IS AVAILABLE IN 258 CITIES, COVERING MORE THAN 200 MILLION AMERICANS"



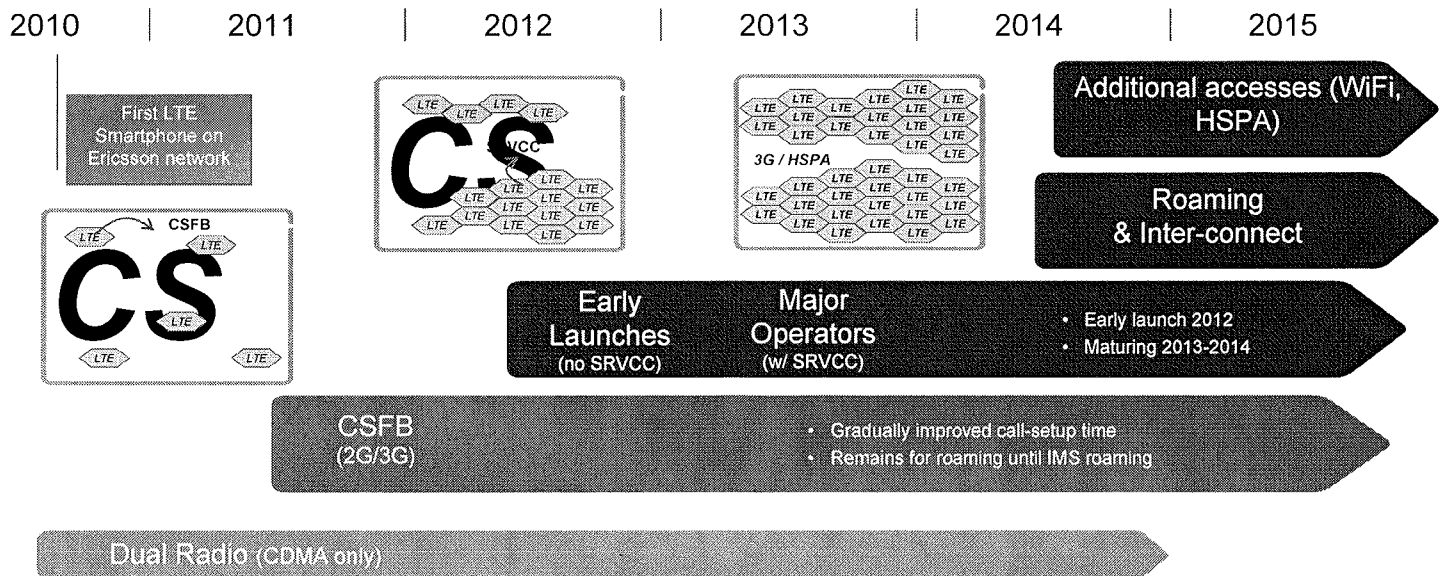
LTE IS SMARTPHONES



- › **8 of 11** markets powered by Ericsson [FEB 2012]
- › **Apple and RIM** expected in 2012
- › **TDD LTE Smartphone(s)** 2H 2012.
- › All price segments already in 2012
 - Racing to low end, 2013 – 2014
- › Enabler for VoLTE



VOLTE INDUSTRY TIMELINES



WORLD ROAMING ON LTE



LTE Frequency band per device

- ›2010 One
- ›2011 2 – 3
- ›2012 4 – 5

Potential Roaming bands

- ›EU
 - B7[2600] B3[1800]
- ›Asia, Australia
 - B3[1800]
- ›Latam
 - B4[AWS], B7[2600]
- ›Korea, US, Japan
 - B5[850] / B26 [850], B3[1800]
- ›Within North America
 - B4 [AWS], B5[850], B2 /25 [1900]



[Global roaming over WCDMA and GSM for some time
LTE Roaming on it's way]

SMARTPHONE FREQUENCY COMBO'S -NORTH AMERICA



NA Market	1 2100	2 1900	3 1800	4 AWS	5 850	7 2500	12 700	11 1800	13 700	14 700	17 700	20 800	26T 700	25 1900	29 2000	38 2200	39 1800	40 2500	41 2000
US Vz				2012			2012		2010										
US AT&T		2013		2011	2013						2011								
US Sprint														2012	2013				2013
US Metro		2010		2010															
US USCC				2012			2012		2012										
CA Rogers				2011		2012													
US Cricket		2012		2012										2012					

SMARTPHONE FREQUENCY COMBO'S -KOREA/JAPAN



Frequency	1 2100	2 1900	3 1800	4 1700	5 1600	7 2400	8 800	12 700	11 1500	13 700	14 700	17 700	20 500	AP7 700	25 1900+	26 800	31 2000	33 1900	40 2000	44 2000
Korea KT			2012				2012													
Korea LGU+	2012						2011													
Korea SKT			2012				2011													
Japan Doc	2011																			
Japan KDDI														2013		2014				
Japan eAcc			2012											2013						
Japan Softb	2012																			

LTE SMARTPHONES APPROACHING 10M



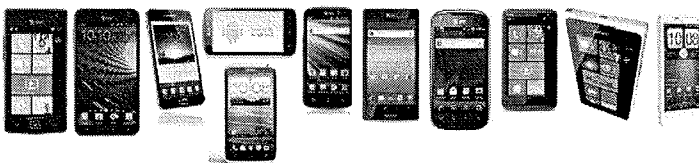
Verizon



South
Korea



at&t

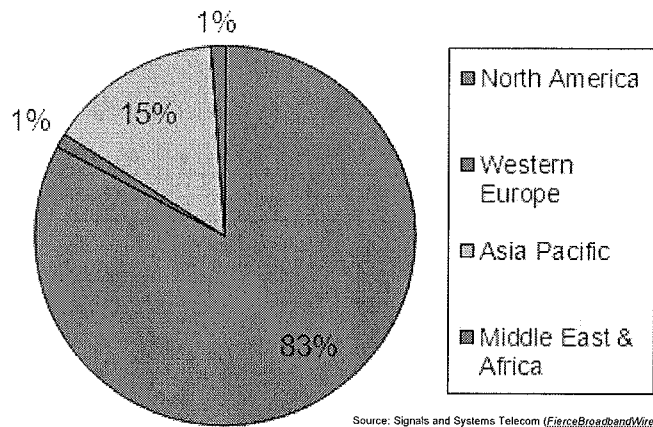


Europe



[90% of shipped LTE devices are Smartphones]

LTE DEVICE SHIPMENTS



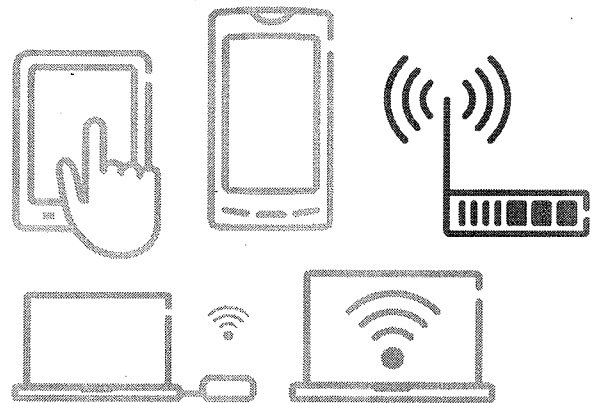
Source: Signals and Systems Telecom (*FierceBroadbandWireless*)

[LTE Uptake driven by Smartphone introduction
So far it has happened in US, Japan and Korea]

347 LTE ENABLED DEVICES FROM 63 MANUFACTURERS



- › 41 Modules
- › 31 Tablets (+72% since Jan 2012)
- › 13 Notebooks/netbooks
 - With embedded modules
- › 2 PC Card
- › 1 Femto cell
- › 64 Smartphones (+ 33% since Jan 2012)
- › 131 Routers
 - Including personal hotspots
- › 64 USB modems/dongles



Source: GSA April 5th 2012

SMARTPHONES @ VERIZON [24]



<p>SIII June</p> <p>Nexus Stratosphere Aviator Charge</p>	<p>VS930 Lucid</p> <p>VS920 Revolution</p>	<p>New iPad</p>
<p>815 905 SCH i815</p> <p>875 912 Bionic Targa Maserati</p> <p>Xyboard 617 Xyboard 609 Zoom</p>	<p>Rezound Thunderbolt</p> <p>6410</p>	<p>PAI TECH Breakout</p> <p>www.pai-tech.com</p>

All SVLTE – Dual Radio Band 13 [700]

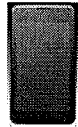
SMARTPHONES IN KOREA [14]



<p>Note 930</p> <p>140S 150S</p>	<p>TAG VU SU640 SU6200</p> <p>Optimus Vu Optimus Pad</p>
<p>VEGA 830 SKY VEGA 810 SKY VEGA 800 SKY</p>	<p>Raider</p>

Either SVLTE Dual Radio OR CSFB
B5[850] and B5[850] + B3[1800]

TDD SMARTPHONES & TABLETS

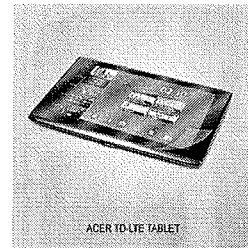


Quanta Computer



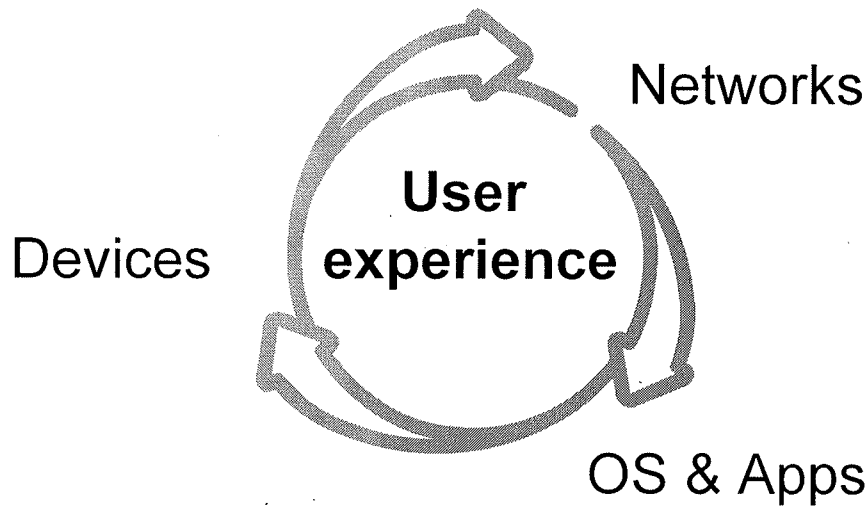
TDD 2300 [40]/2600 [38]
GSM
DUAL RADIO

TDD 2300 [40]/ 2600 [38]
WiFi



Smartphone using DUAL RADIO
NO Products available in large volumes

SMARTPHONE LAB



Insights are used to build outstanding products

TAKING LTE TO THE FUTURE

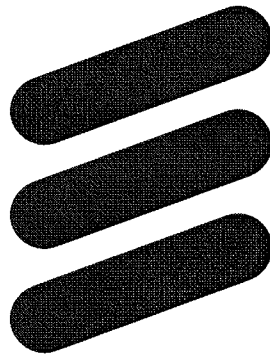


- › Broadcast service in LTE coexisting with unicast service
- › Efficient delivery of popular content to unlimited number of users
- › Enabler for new business models

› Ericsson

- End-to end eMBMS solution
- Demonstration at MWC 2012

eMBMS BRINGS POPULAR
CONTENT TO ALL



ERICSSON

