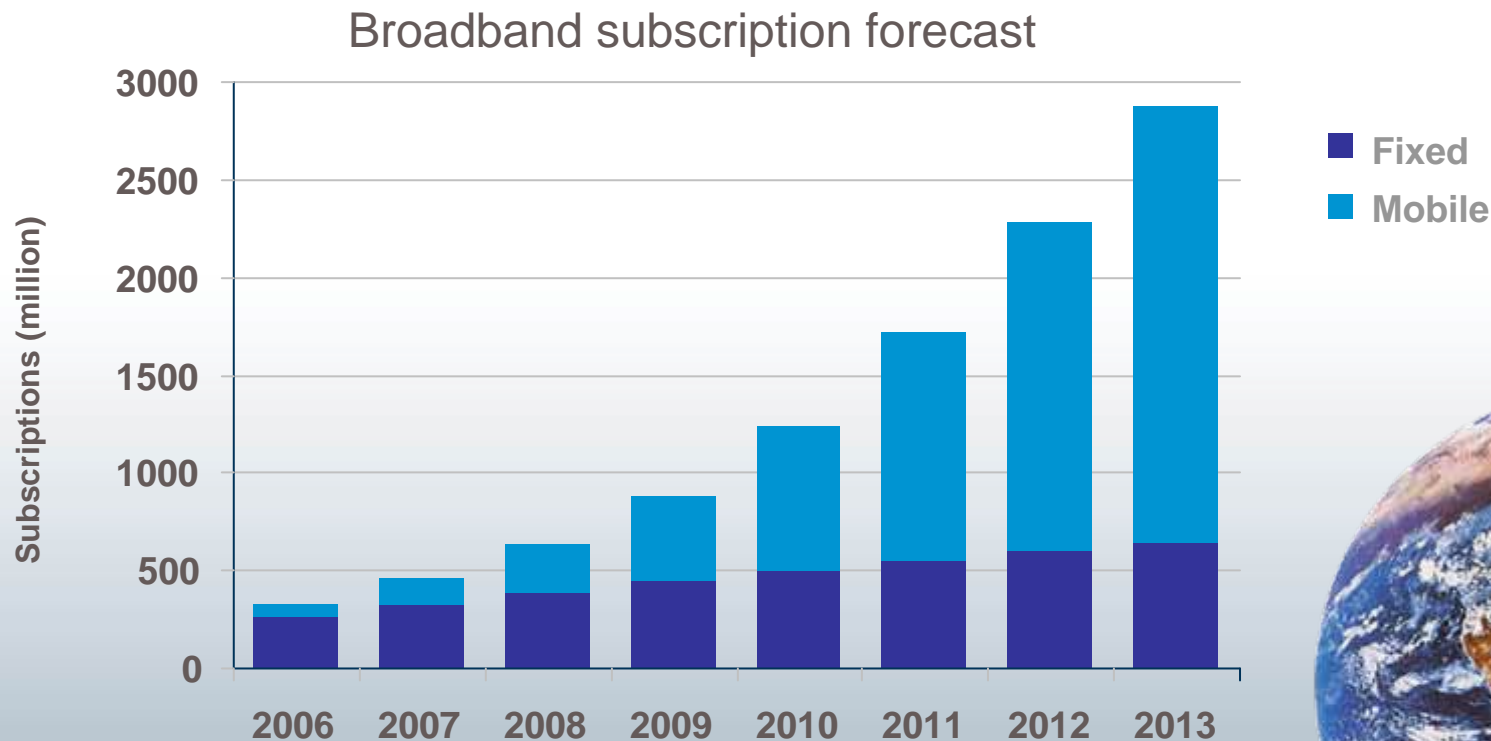




Jan Färjh

Vice President
Head of Ericsson Research

Impressive broadband growth



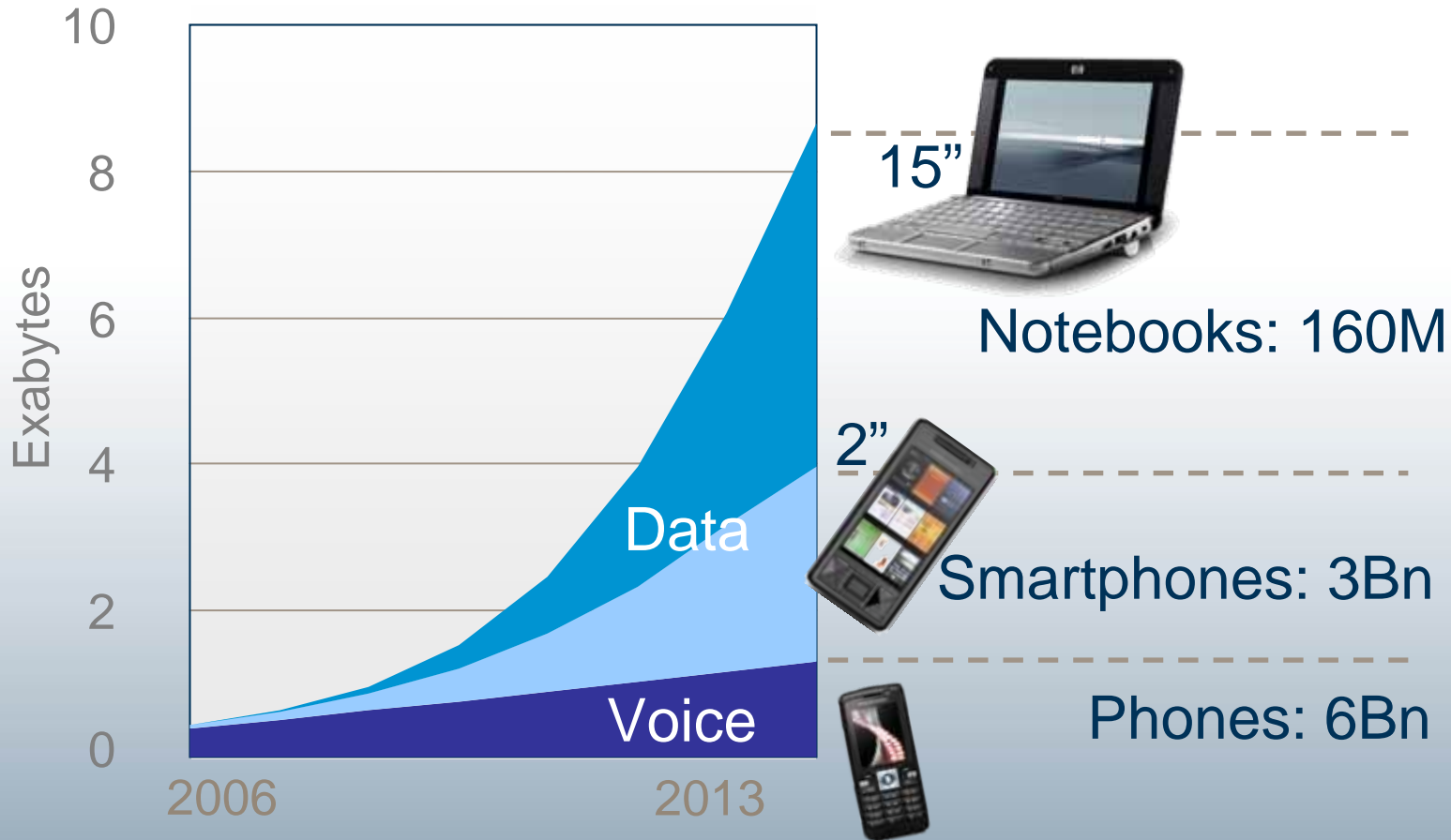
Source: Internal Ericsson

Mobile Broadband includes: CDMA2000 EV-DO, HSPA, LTE, Mobile WiMAX, Other
Fixed broadband includes: DSL, FTTx, Cable modem, Enterprise leased lines



Mobile broadband will be 80% of subscriptions in 2013

Mobile broadband devices



More devices and larger screens will generate more traffic

Consumer electronics is going mobile

waves of embedding HSPA on the way



Price: \$199
\$30/month (data)
\$40 or \$100 (voice)

Price: 349 SEK



Including Netbook,
USB modem & TV4 Anytime



Price: \$99
\$60/month

Source: CellularNews

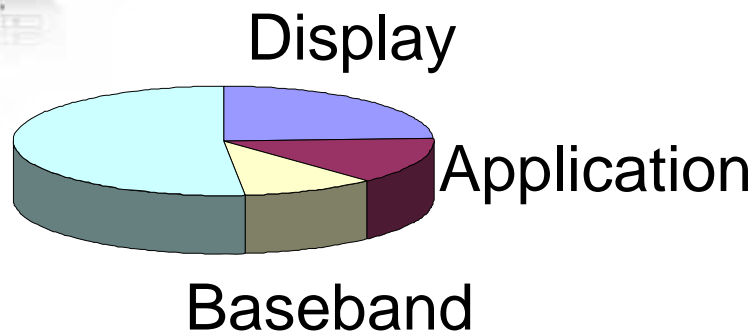
Next step: Cameras, game consoles, GPS devices, ...

Power usage trend

Today



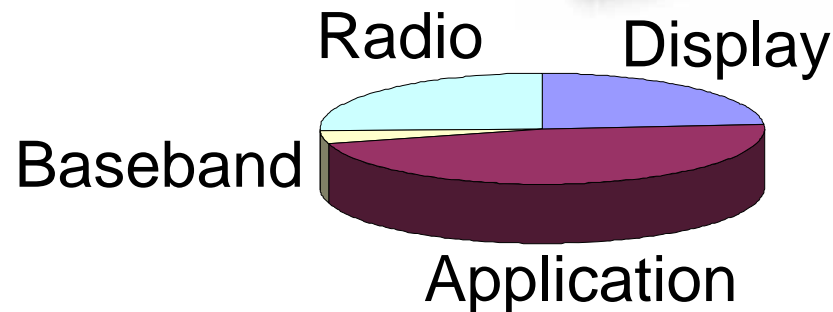
QVGA LCD
2.5"
HSPA
1 Mbit/s video



Total 1450 mW

2012

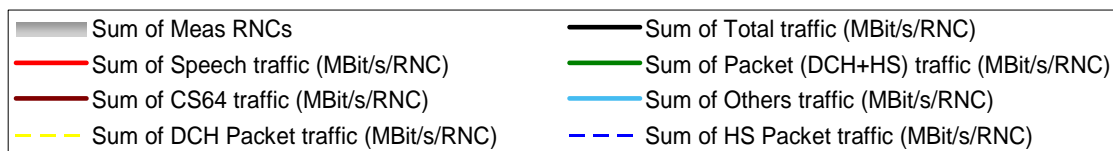
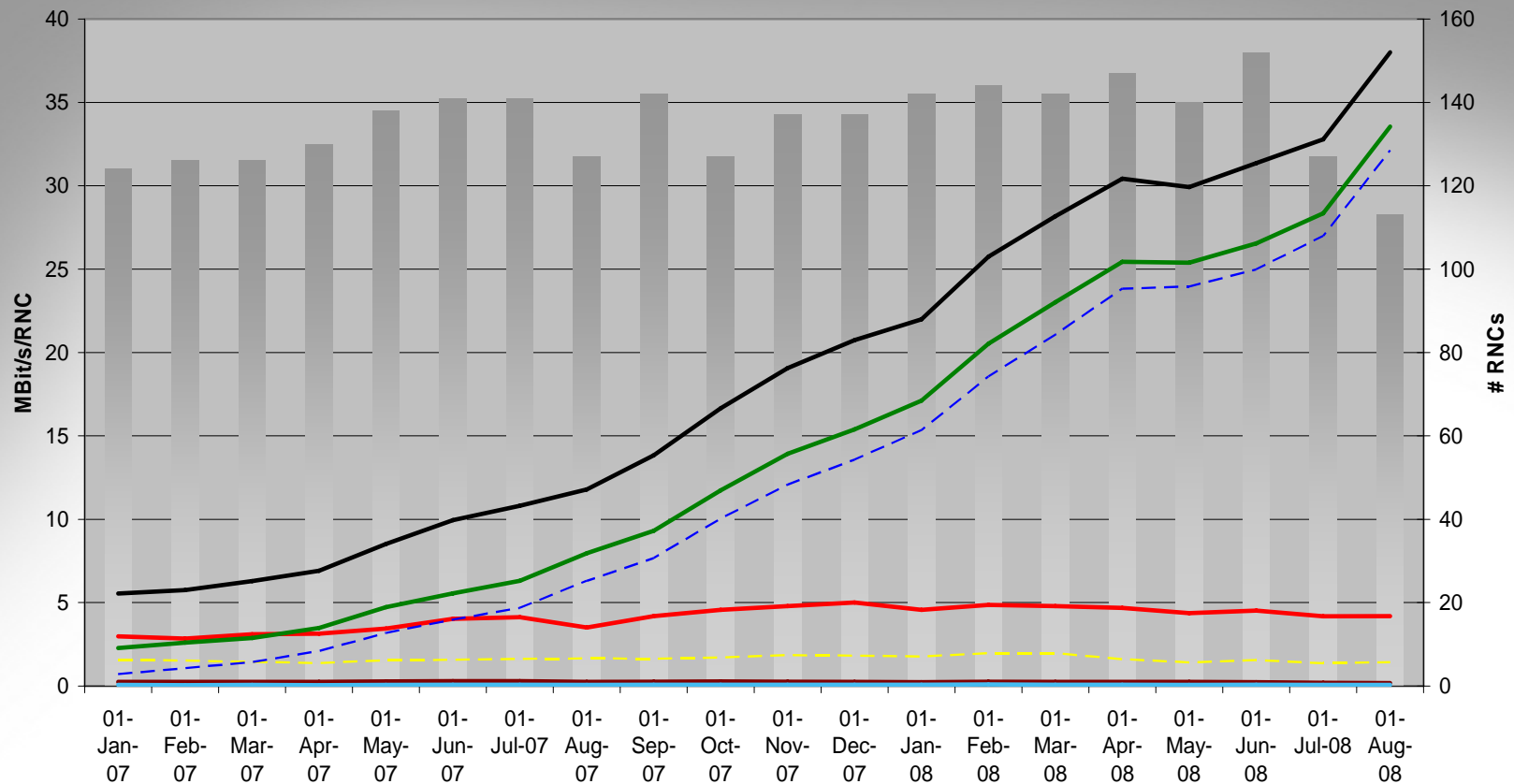
WXGA OLED
6"
LTE
Multi core
HD video



Total 1275 mW

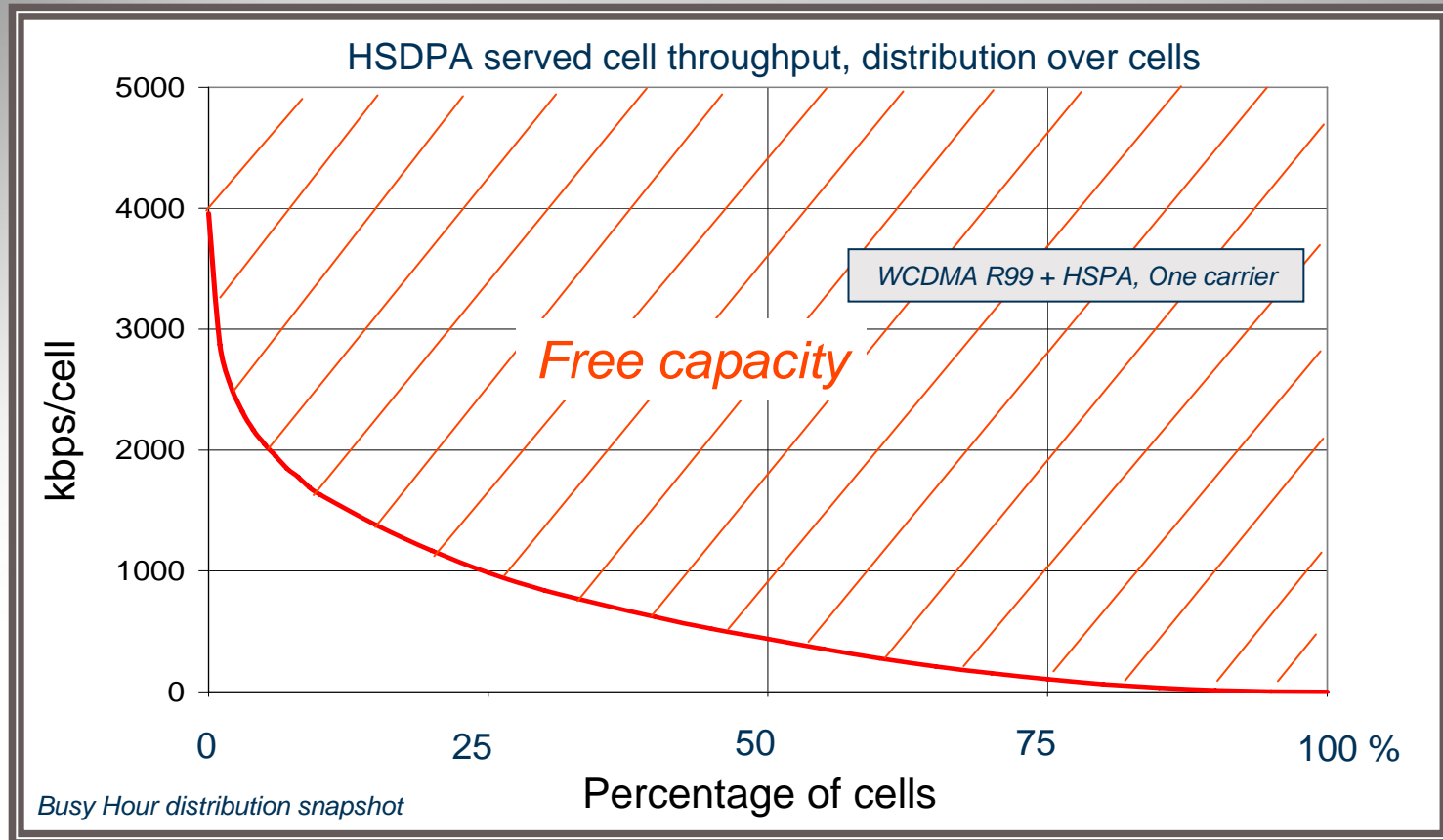
Lower power consumption leaves room for more processing power

Average traffic in Western Europe



Source: NetQB

Radio proven for aggressive BB usage



Usage on par with DSL, still far from cell capacity limit

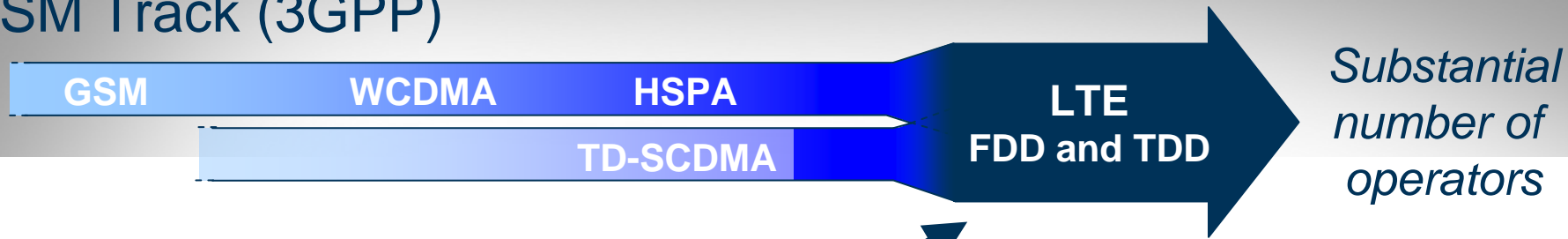
HSPA is Mobile Broadband

- More than **200** HSPA operators in ~**100** countries
- Close to **300** million WCDMA/HSPA subscribers
- Over **1000** HSPA devices, from more than **100** suppliers

Common LTE Evolution

Alignment for WCDMA/HSPA, TD-SCDMA (China) and CDMA

GSM Track (3GPP)

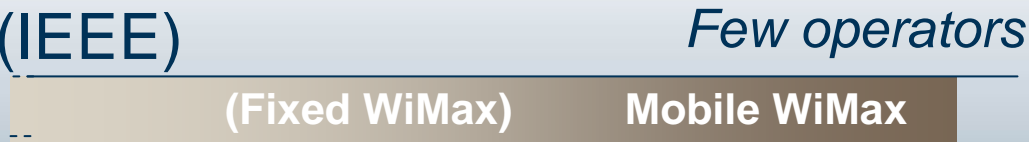


CDMA Track (3GPP2)



Some operators

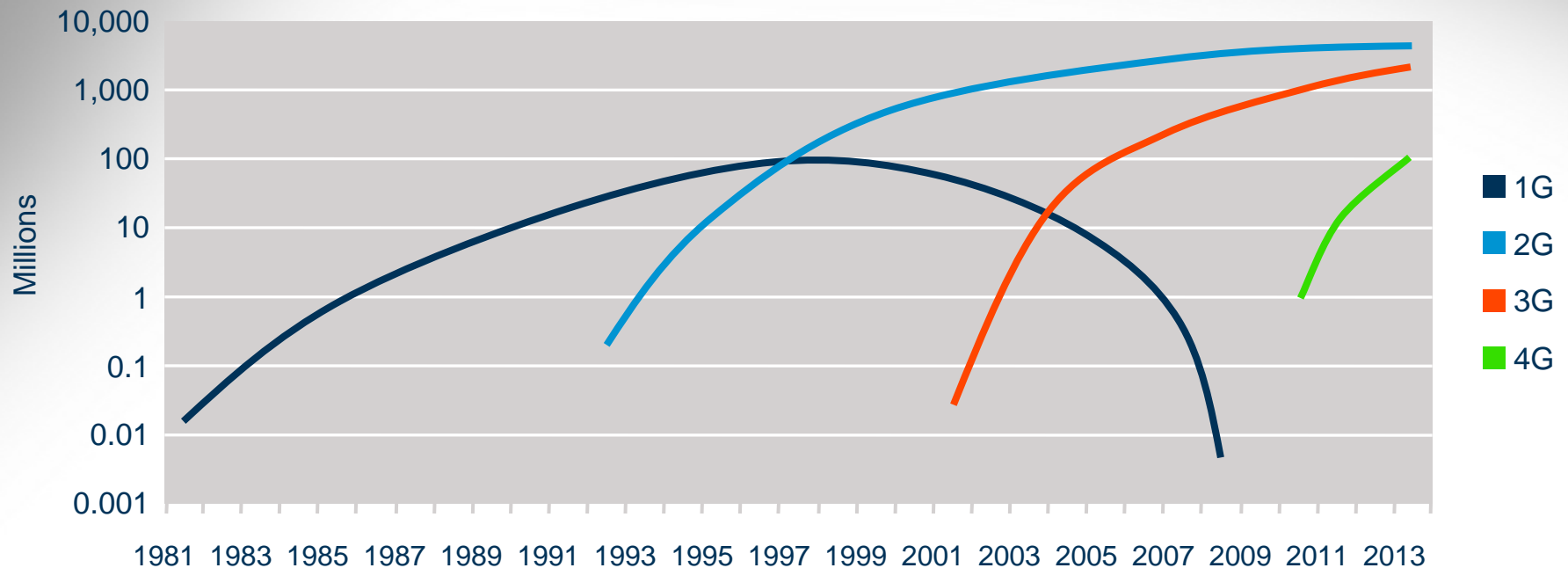
WiMax Track (IEEE)



LTE the Global standard for Next Generation

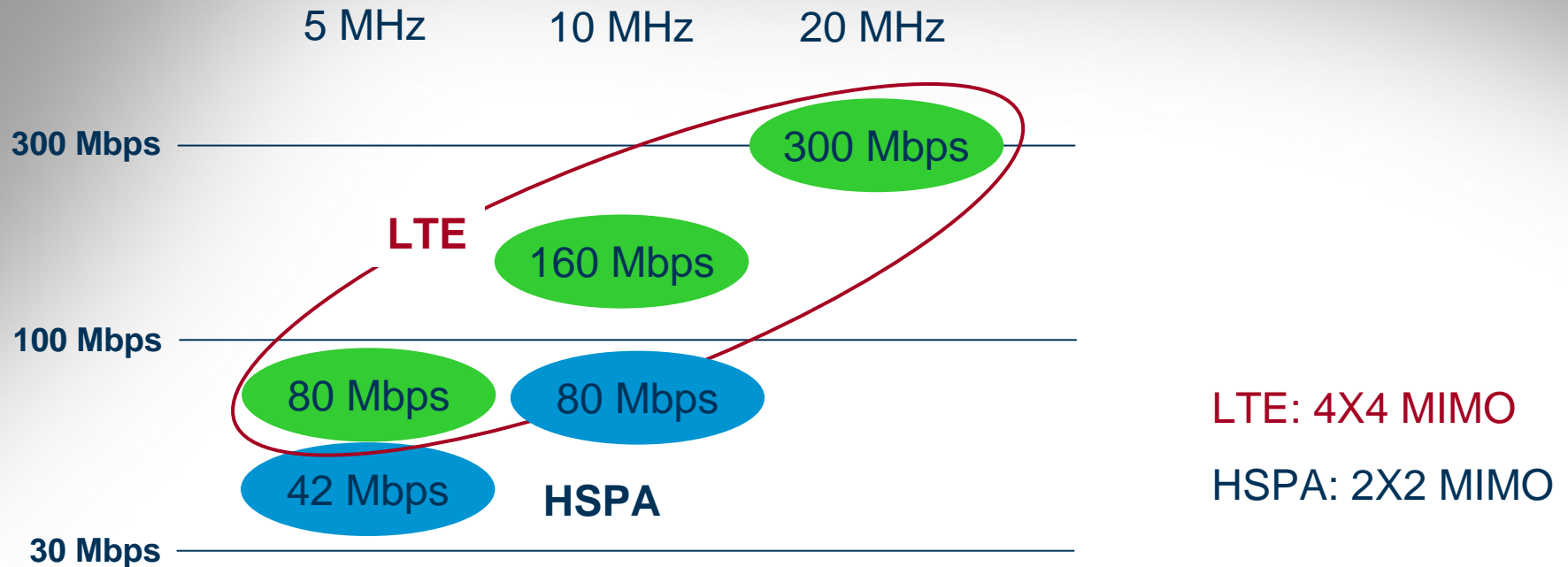
Mobile generations

Subscription forecast



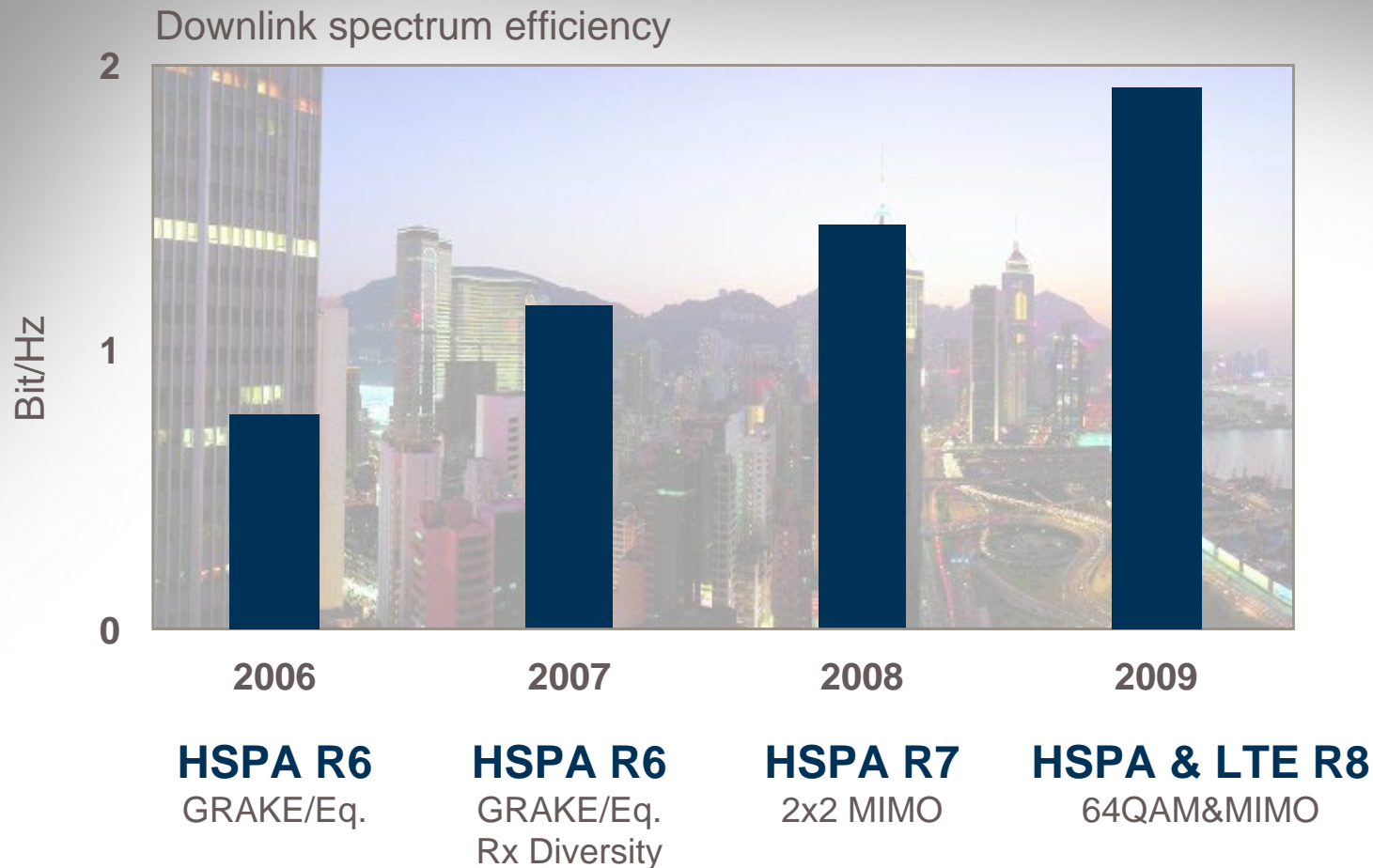
10 years between each generation – but faster take up each time

Peak data rates



Higher peak-data rates of LTE due to wider bandwidth and support for 4X4 MIMO

HSPA and LTE capacity evolution



Simulated under normal radio conditions

Twice the capacity with HSPA evolution and LTE

Summary

- HSPA is Mobile Broadband Today
- LTE is the Global choice for Next Generation (4G)
- Data traffic has surpassed voice traffic
- Excellent opportunity to introduce new services
- Performance will increase even further

We did Mobile Telephony – Now we do Mobile Broadband

ERICSSON



TAKING YOU FORWARD