

Mobilt Trådlöst Bredband HSPA och LTE

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Major trends - today

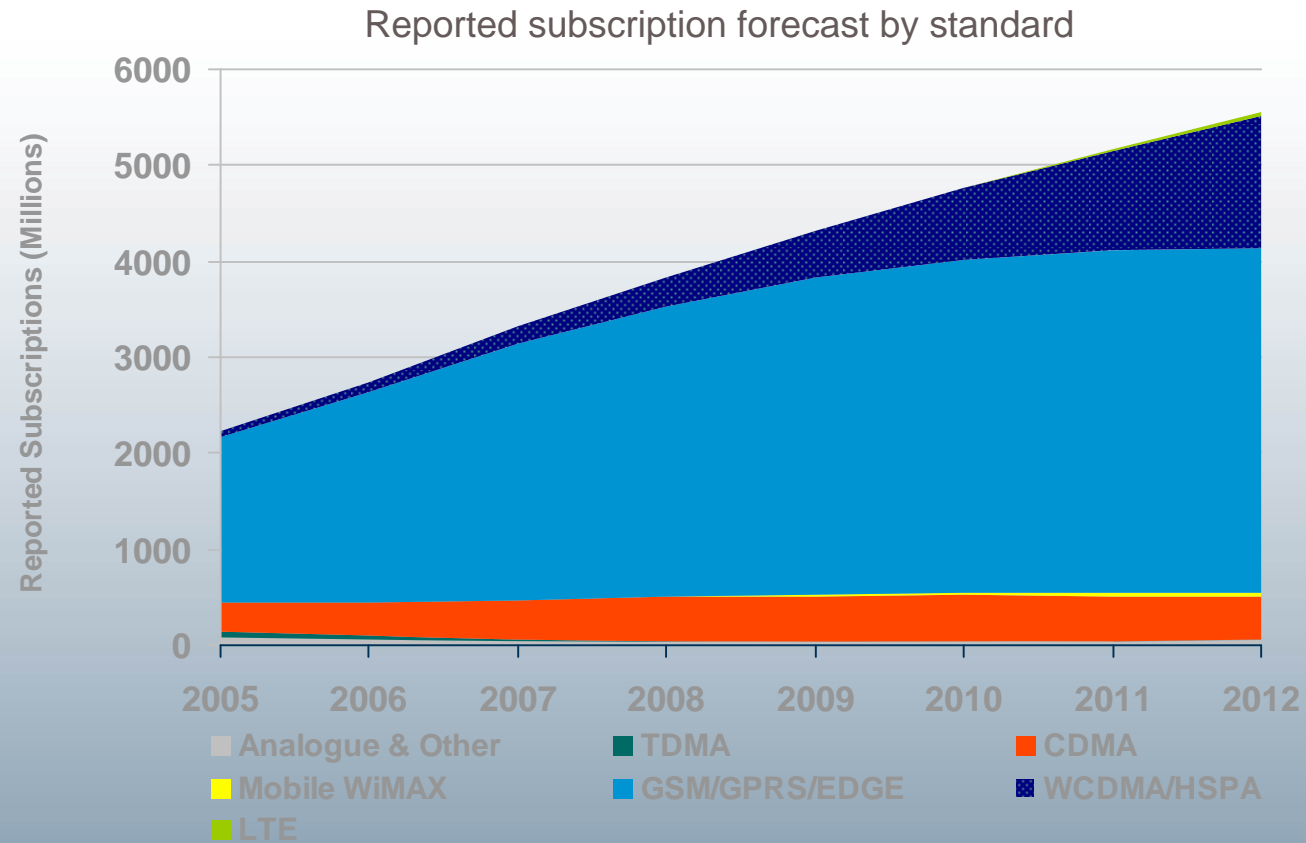
Full Service Broadband



Broadband services to a screen of your choice

Global cellular subscriptions

By system standard

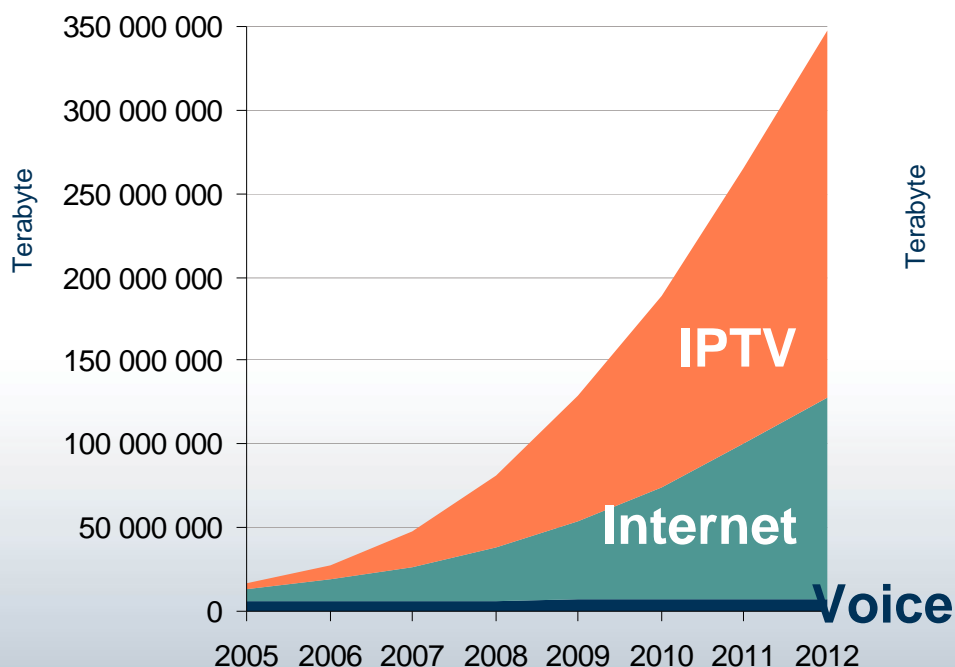


Source: Internal Ericsson

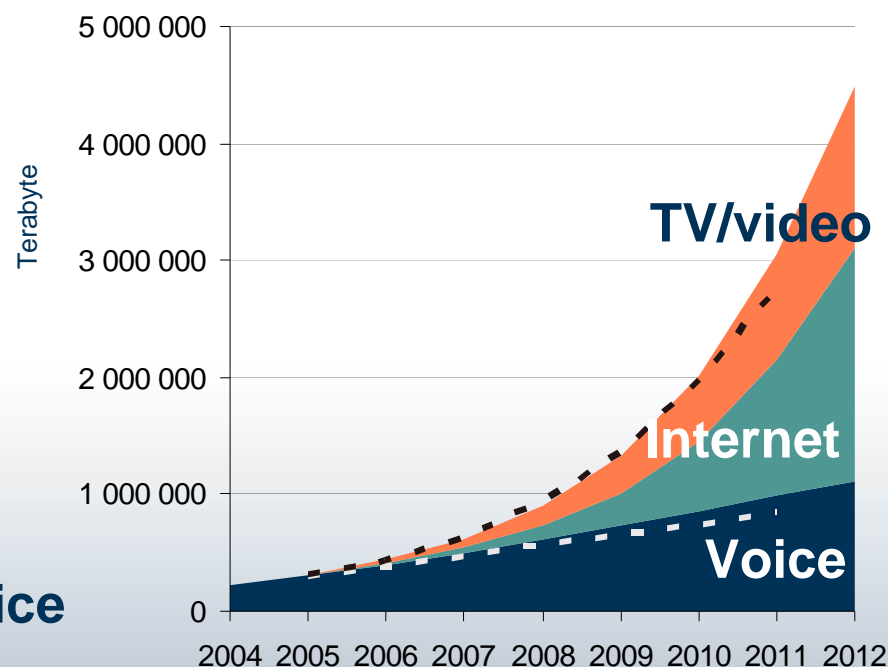
Network traffic growth

Strong outlook

Fixed access traffic



Mobile access traffic



Source: Ericsson and market estimate

Traffic growth driven by TV, video and internet

3G Mobile Broadband

2003/4

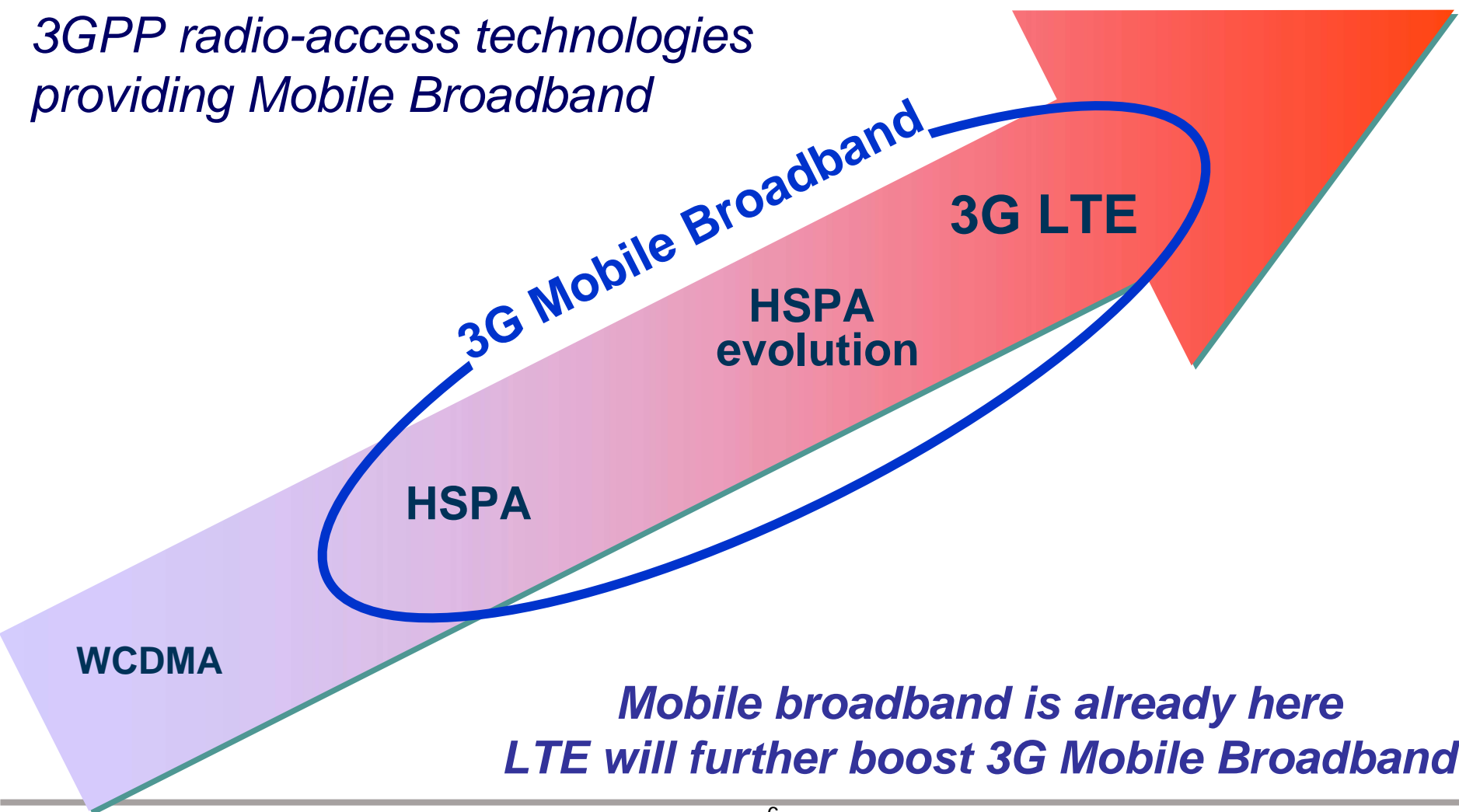
2005/6

2007/8

2009/10

2011/12

*3GPP radio-access technologies
providing Mobile Broadband*



HSPA – High Speed Packet Access

2003/4

2005/6

2007/8

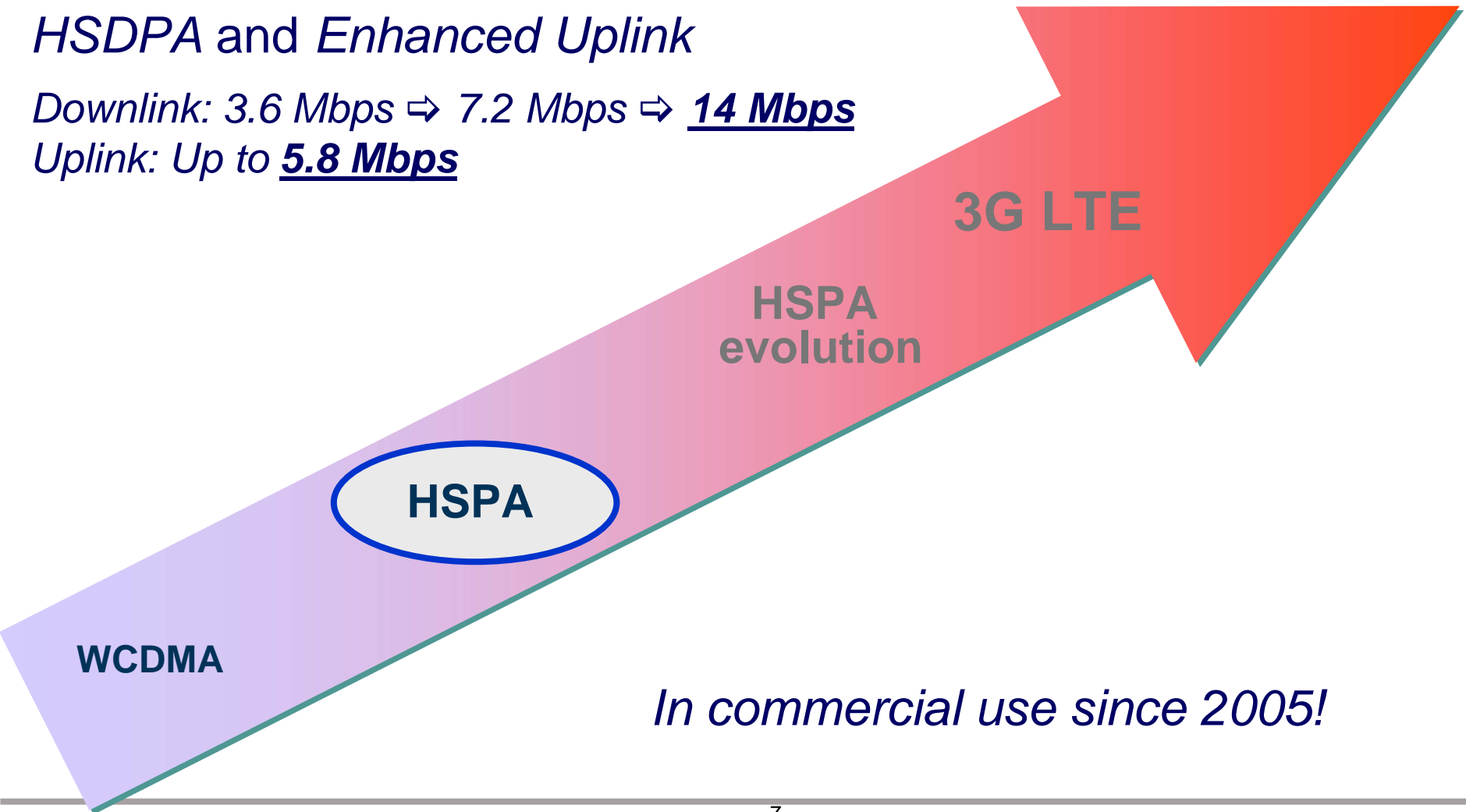
2009/10

2011/12

HSDPA and Enhanced Uplink

*Downlink: 3.6 Mbps \Rightarrow 7.2 Mbps \Rightarrow **14 Mbps***

*Uplink: Up to **5.8 Mbps***



HSPA deployment

More than 100 commercial networks

in more than 50 countries

with 7.2 Mbps available today

● HSPA

Source: GSA and Ericsson

Over 300 HSPA enabled devices*

- 137 mobile phones
- 51 PC with HSPA embedded
- 87 PC cards and USB modems
- 32 wireless routers
- 3 Media players and 1 camera



*Commercially launched as of June 2007 (GSA)

Most popular device: HSPA USB module (Sweden, June 2007)

HSPA offerings on market

Some examples



maxis Broadband
High Speed Internet Access

768 bps
Access: RM80
Modem rental: RM18
Total: RM98

Maxis Malaysia offering fixed 'replacement'
Example: For RM 98/month = USD 30/month



Vodafone Mobile Connect Card 3G
Examples: 1Gb = USD 53/month
4Gb = USD 79/month



Examples
USD 12/month - 25MB/day



Examples:
USD 25/month 250 MB included
USD 53/month 1GB included

Optimus, Portugal
Examples:
2GB/month USD 40
6GB/month USD 53




Erbjudande
Turbo3G
Surfa trådlöst upp till 3,6 Mbit/sek.

Kampanjpris på 3Mobilt Bredband.
3,6 Mbit/sek till priset av 1,2 Mbit/sek till den 31/1 2007!
Las om Turbo3G »

Stockholm
Turbo3G 3,6-1,2 Mbit/s
3G

3 Sweden example:
Unlimited 3.6 Mbps = USD 29/month

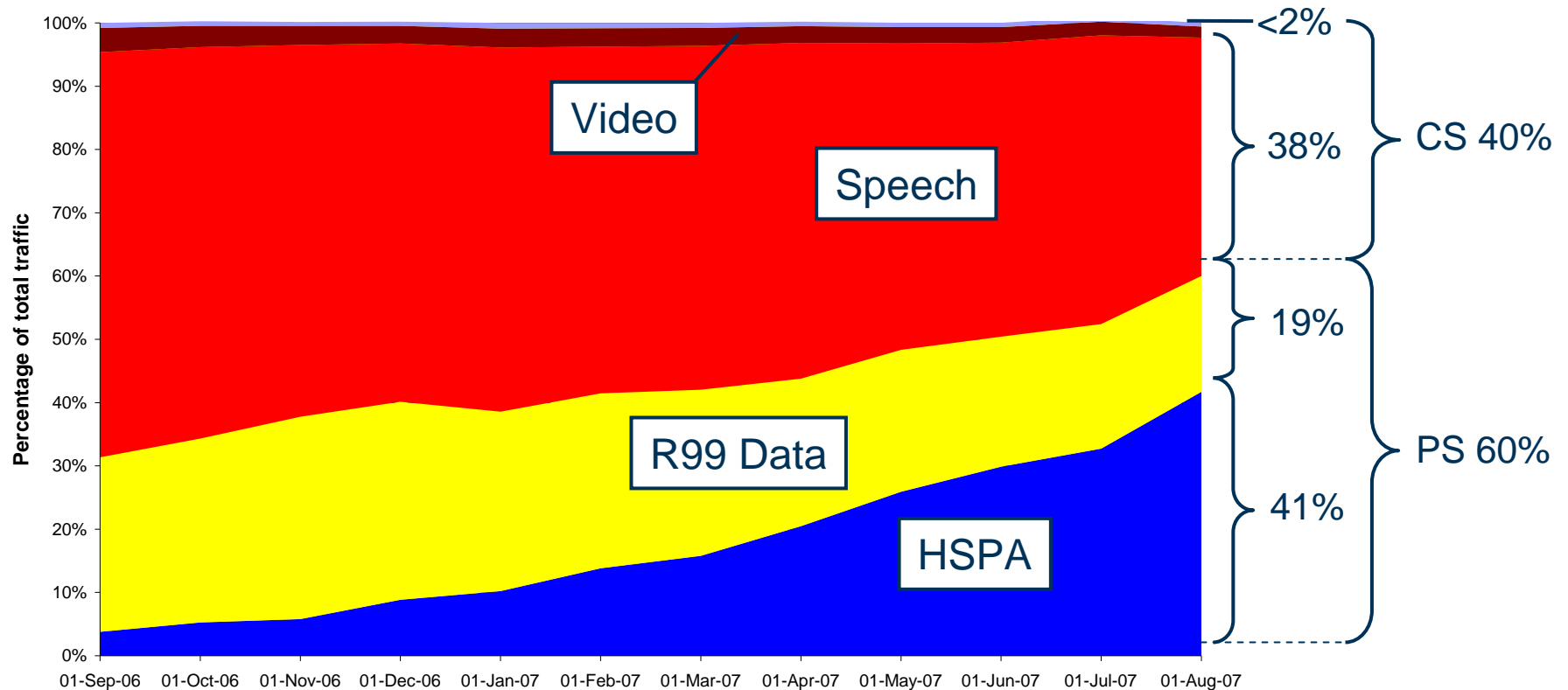


Cingular
First in the world
Examples: Unlimited USD 59,99

Projection: 50% of all sold Laptops/ Notebooks to have HSPA by 2011

World Average Traffic Mix per Month

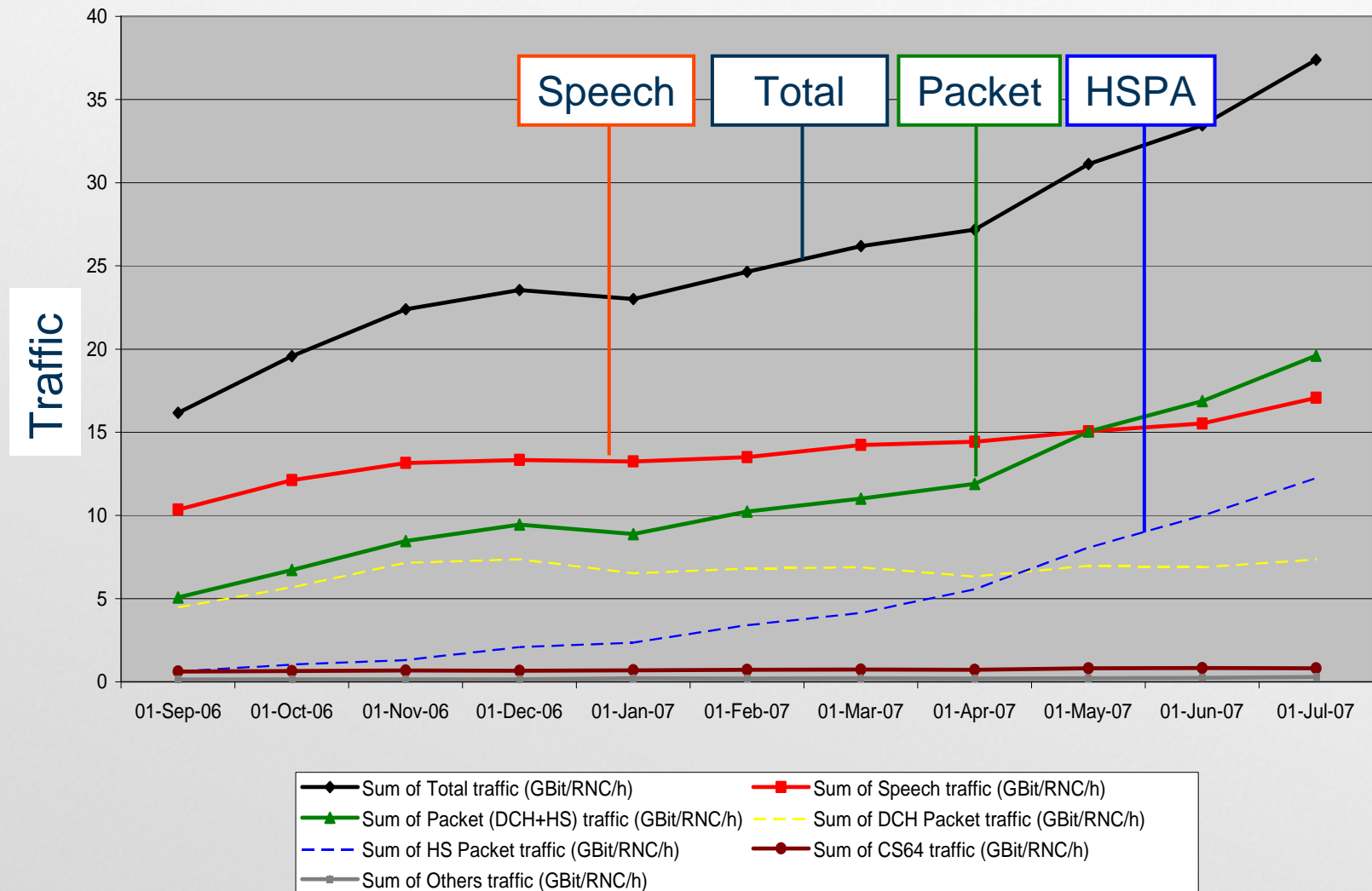
WCDMA and HSPA



data is already now 60 % of the total WCDMA traffic

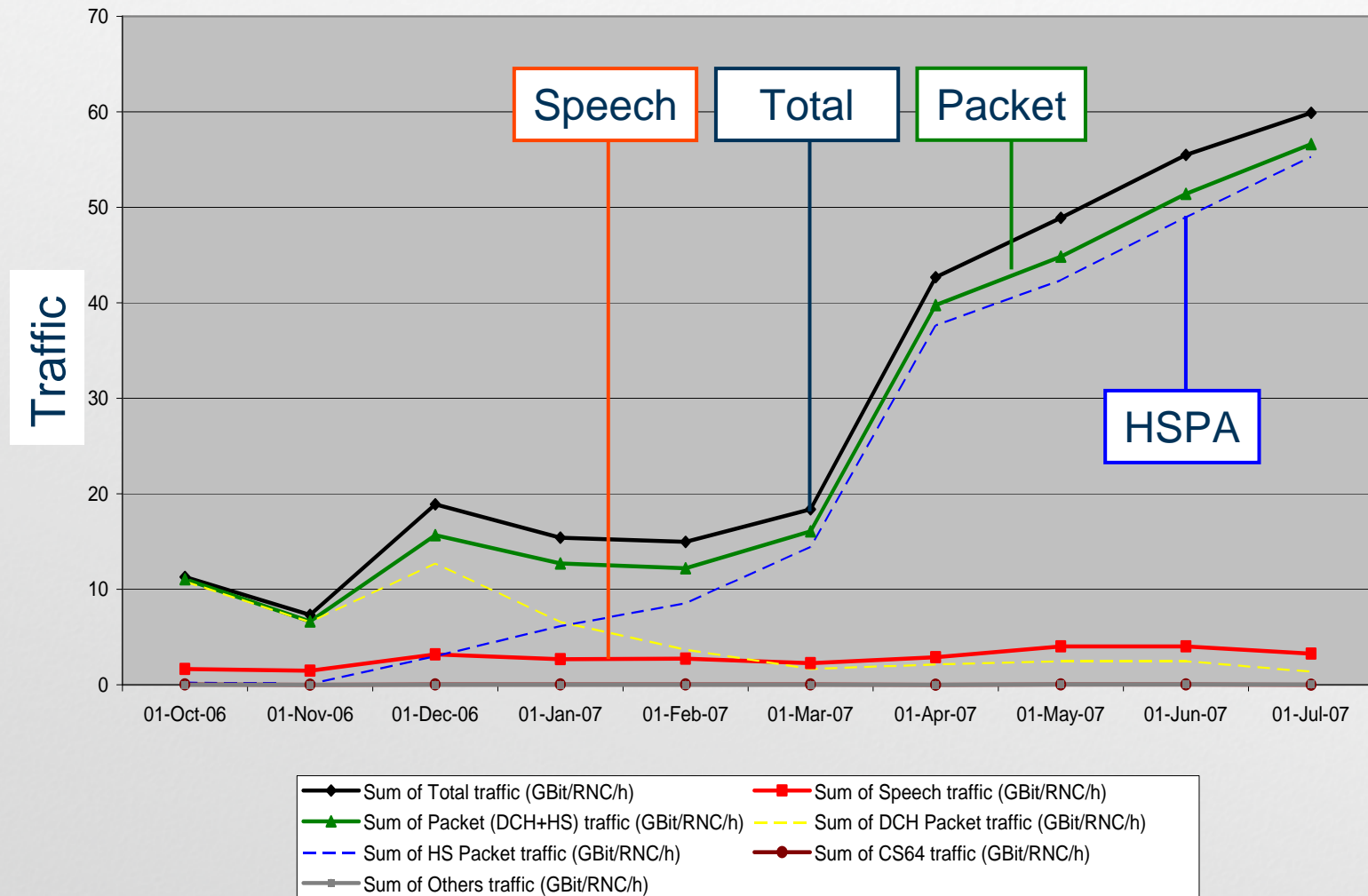
Average traffic volume per RNC

Average of selected operators



Average traffic volume per RNC

Aggressive operator

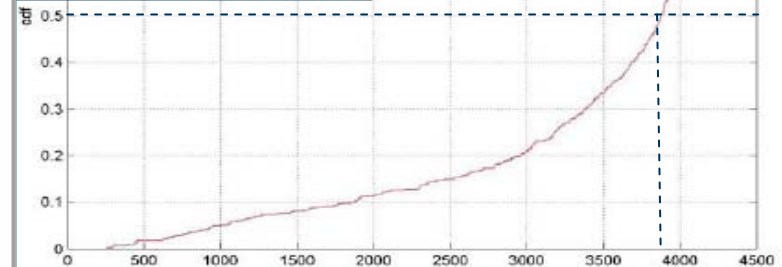


HSDPA 7.2 Mbps performance



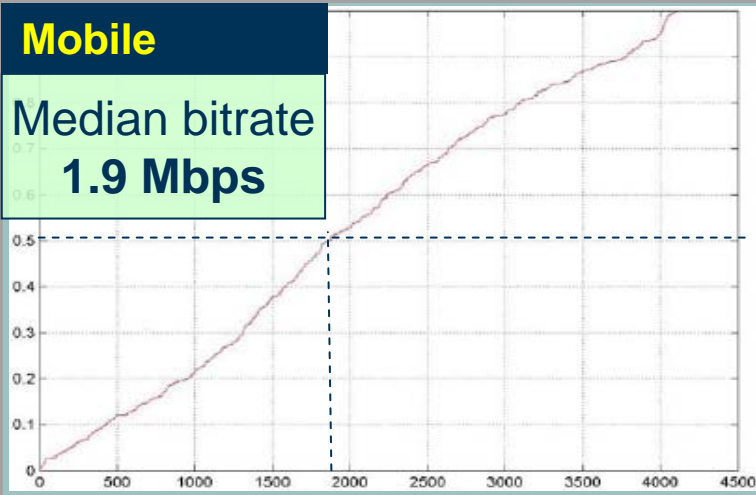
Good Coverage

Median bitrate
3.8 Mbps



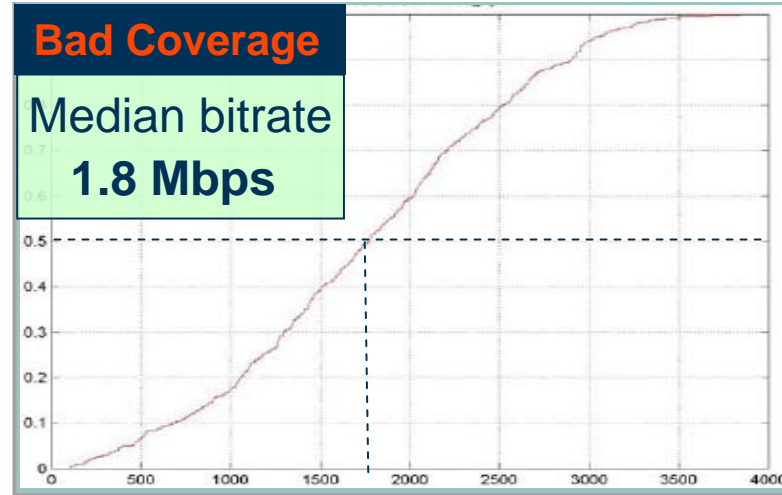
Mobile

Median bitrate
1.9 Mbps



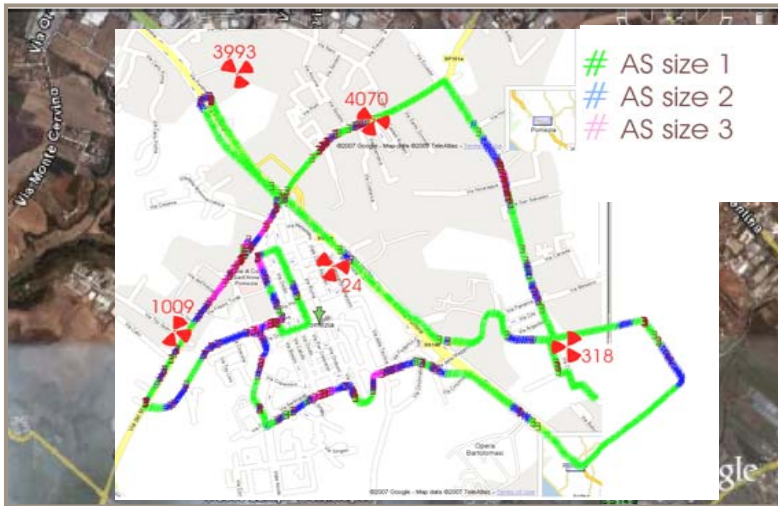
Bad Coverage

Median bitrate
1.8 Mbps



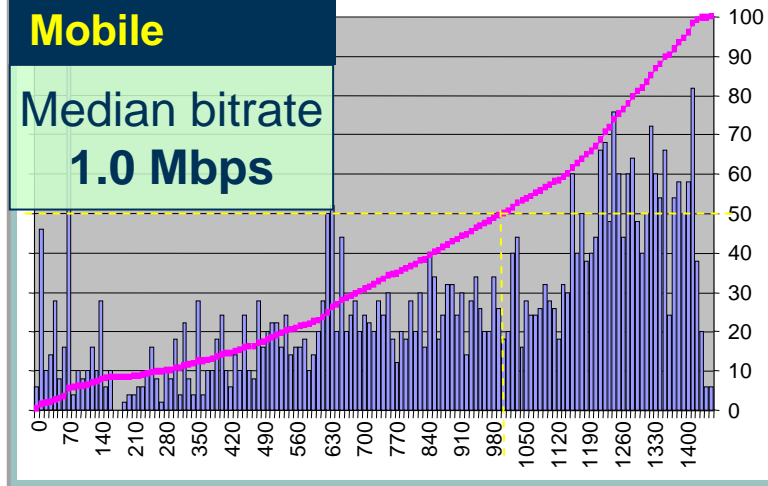
High field performance in downlink

Enhanced Uplink 1.4 Mbps mobility



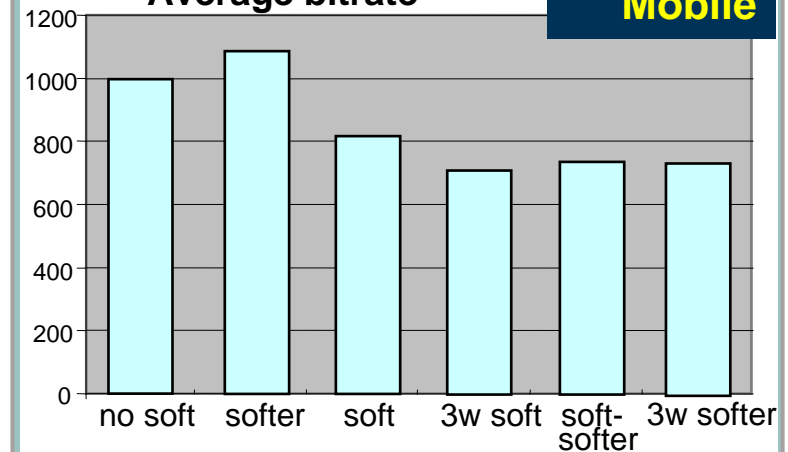
Mobile

Median bitrate
1.0 Mbps



Average bitrate

Mobile



High field performance in uplink

HSPA evolution

2003/4

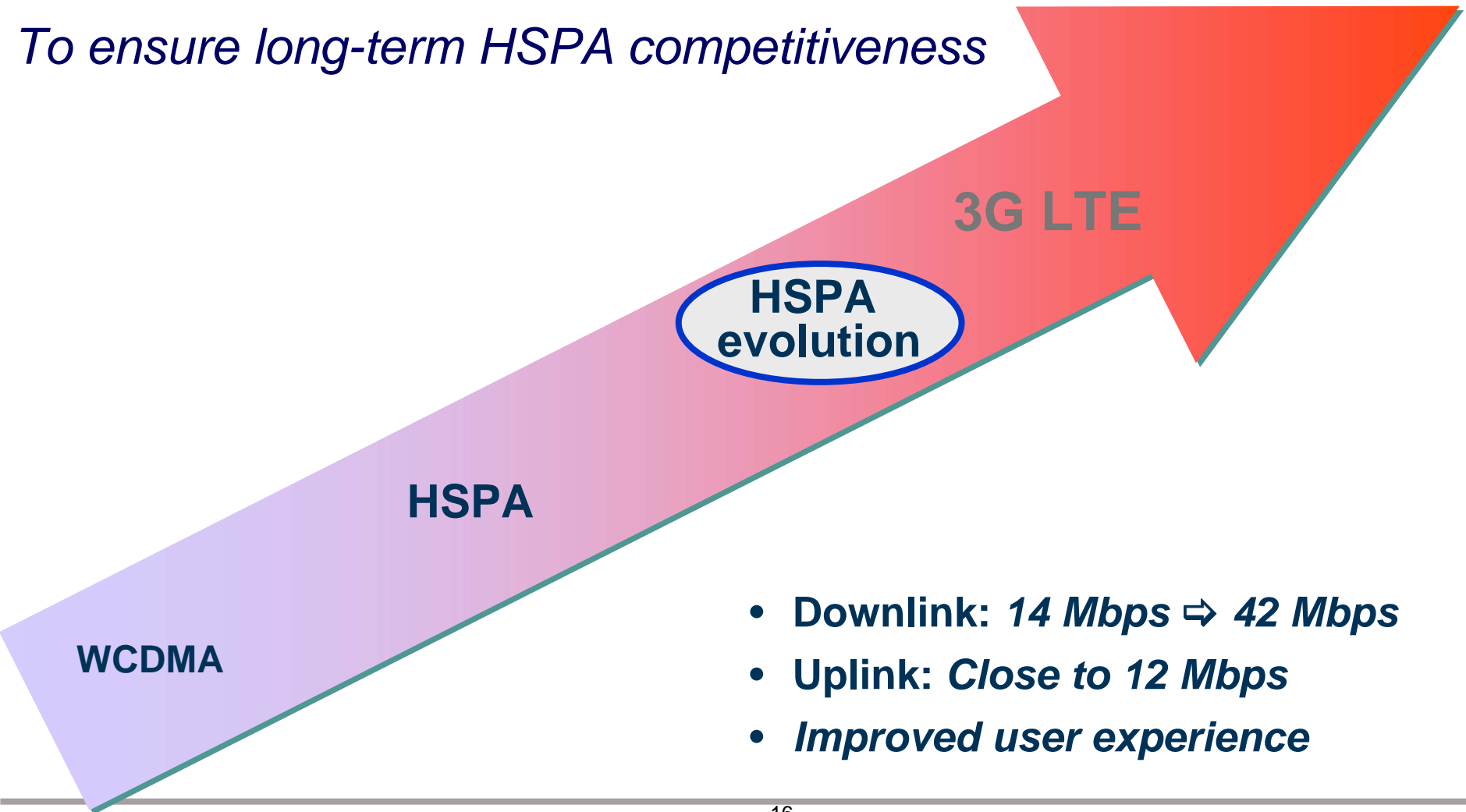
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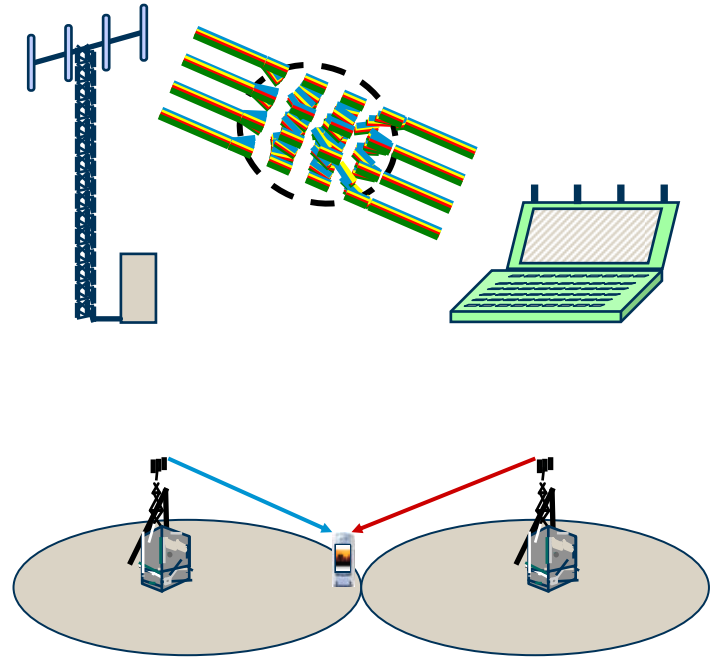
2011/12

To ensure long-term HSPA competitiveness



HSPA evolution

- Higher-order modulation ✓
 - Downlink – 64QAM
 - Uplink - 16QAM
 - MIMO, 2x2 downlink ✓
 - "Continuous Packet Connectivity" ✓
 - Enhanced Broadcast/Multicast
- Specifications finalized*



- **Higher data rates**
- **Higher capacity**
- **Reduced user-experience latency / faster access**

Enhanced system performance and end user experience

3G Long Term Evolution

2003/4

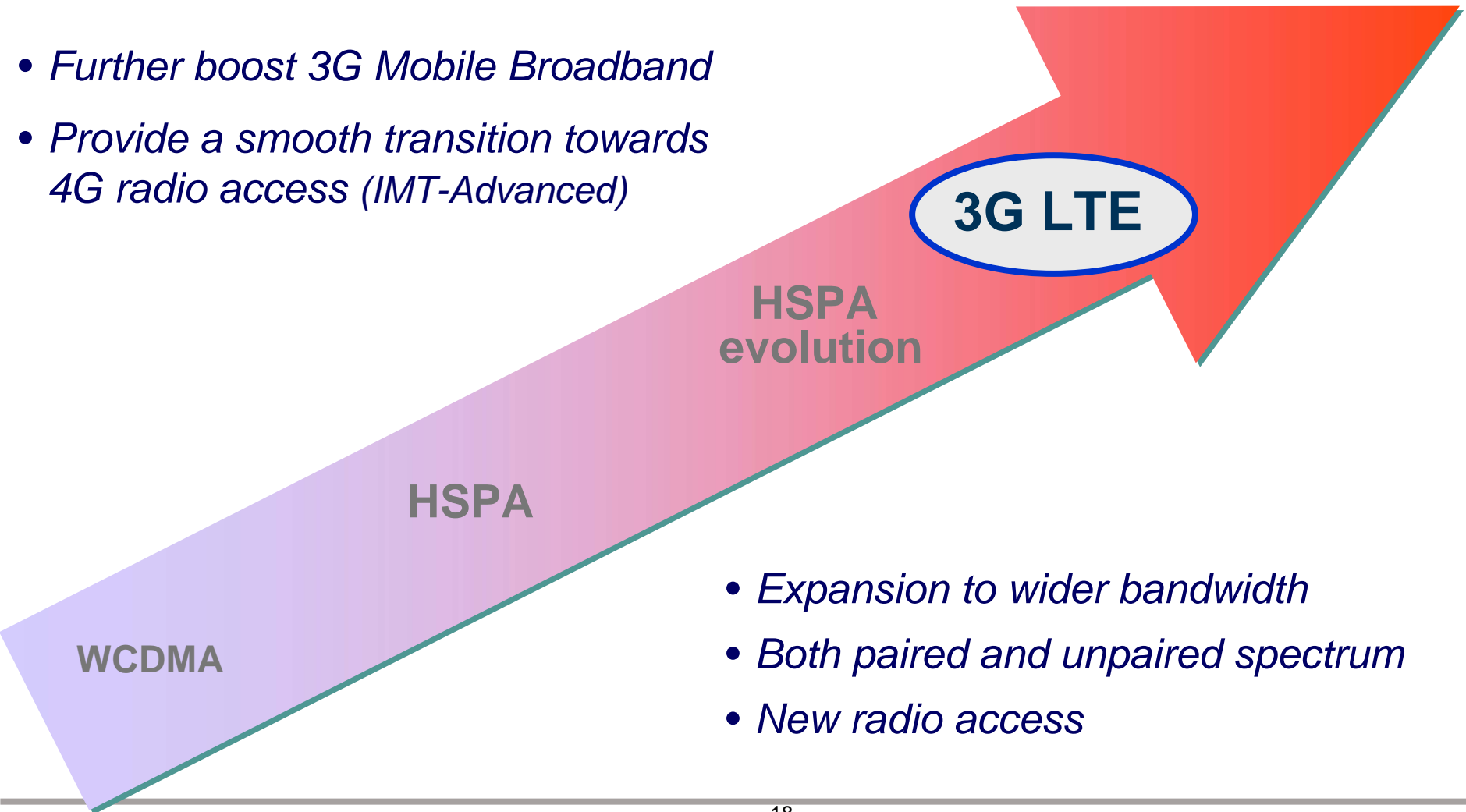
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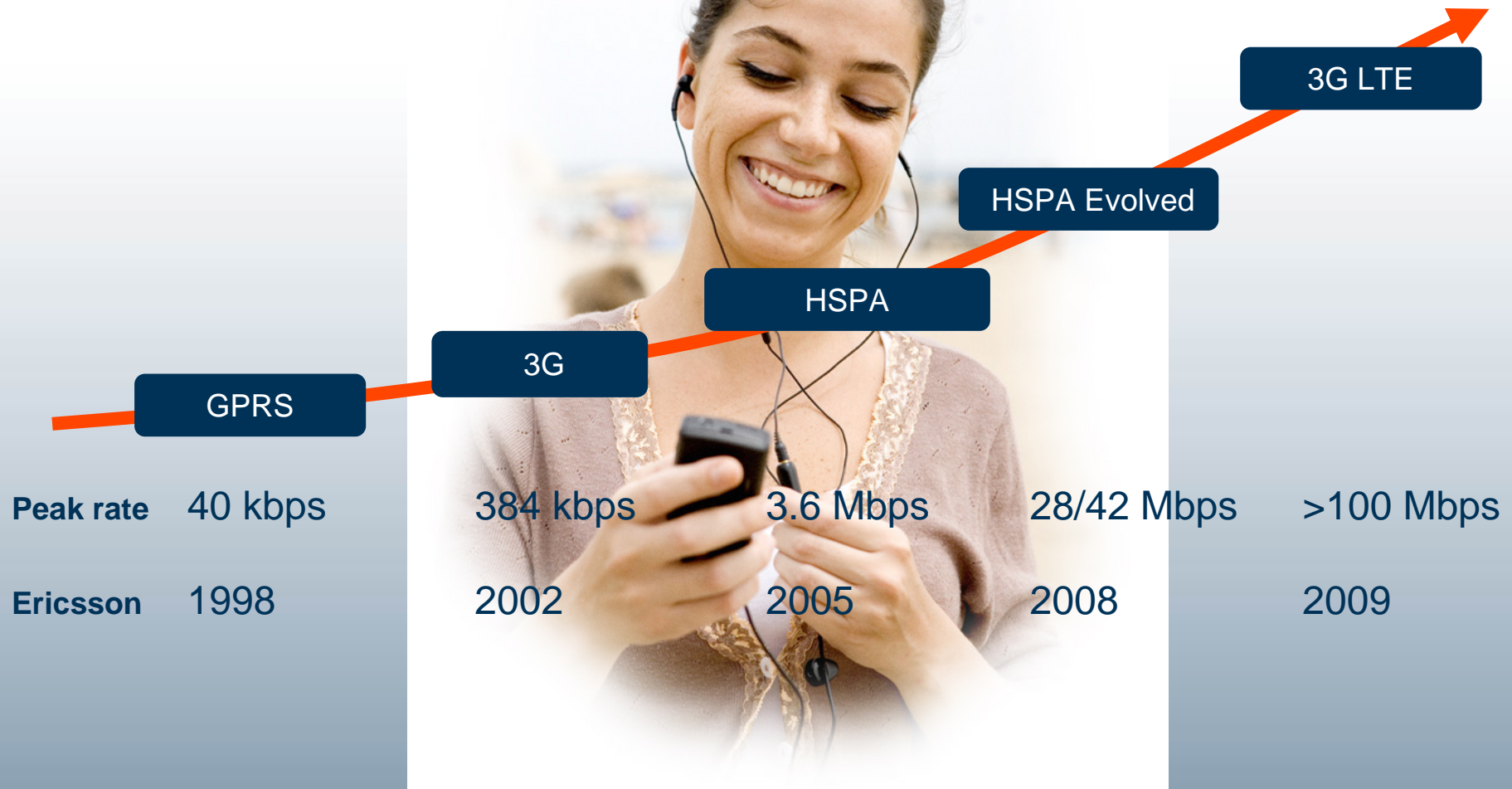
- *Further boost 3G Mobile Broadband*
- *Provide a smooth transition towards 4G radio access (IMT-Advanced)*



- *Expansion to wider bandwidth*
- *Both paired and unpaired spectrum*
- *New radio access*

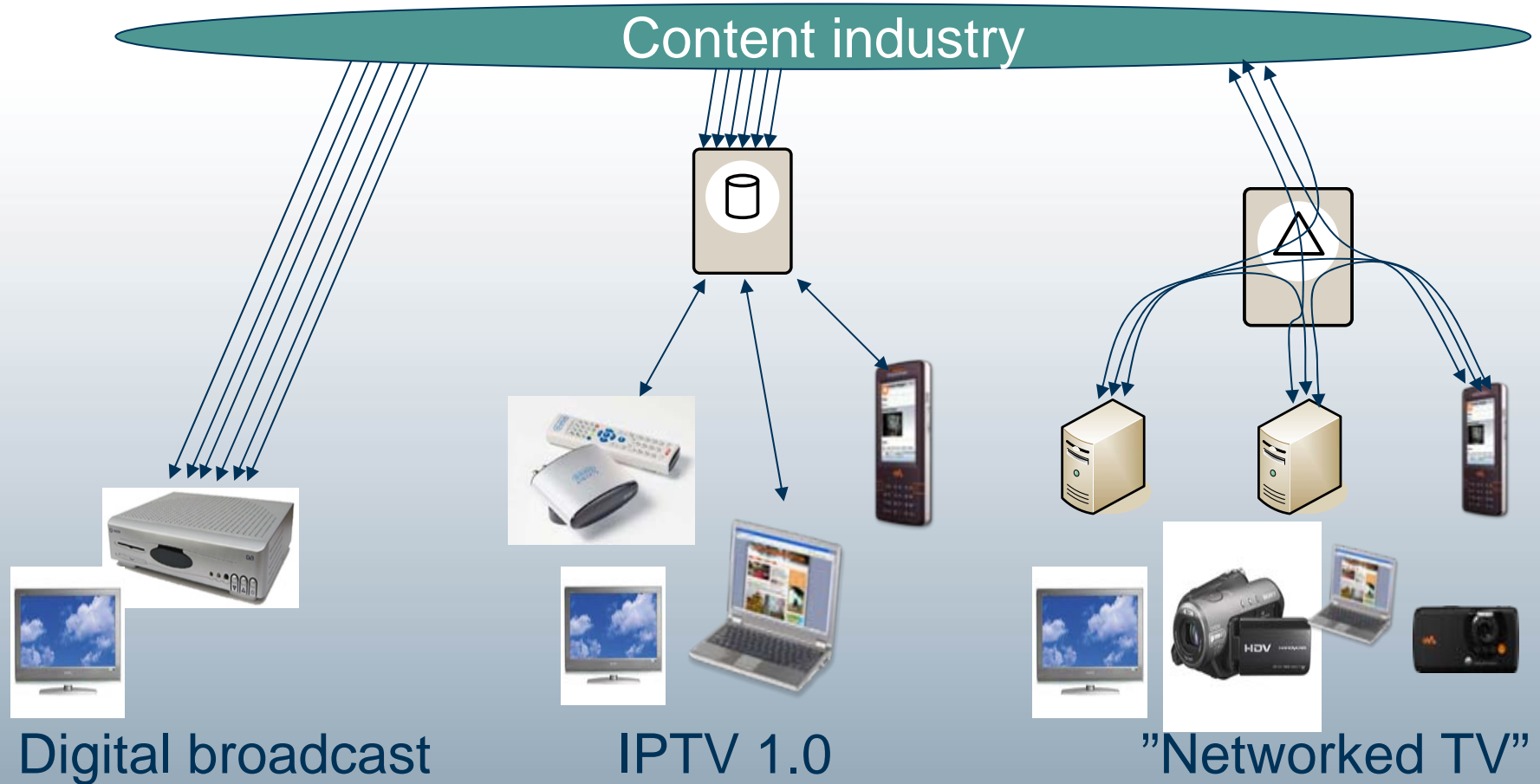
GSM and 3G data evolution

1000 x Higher Peak Rate in 10 years



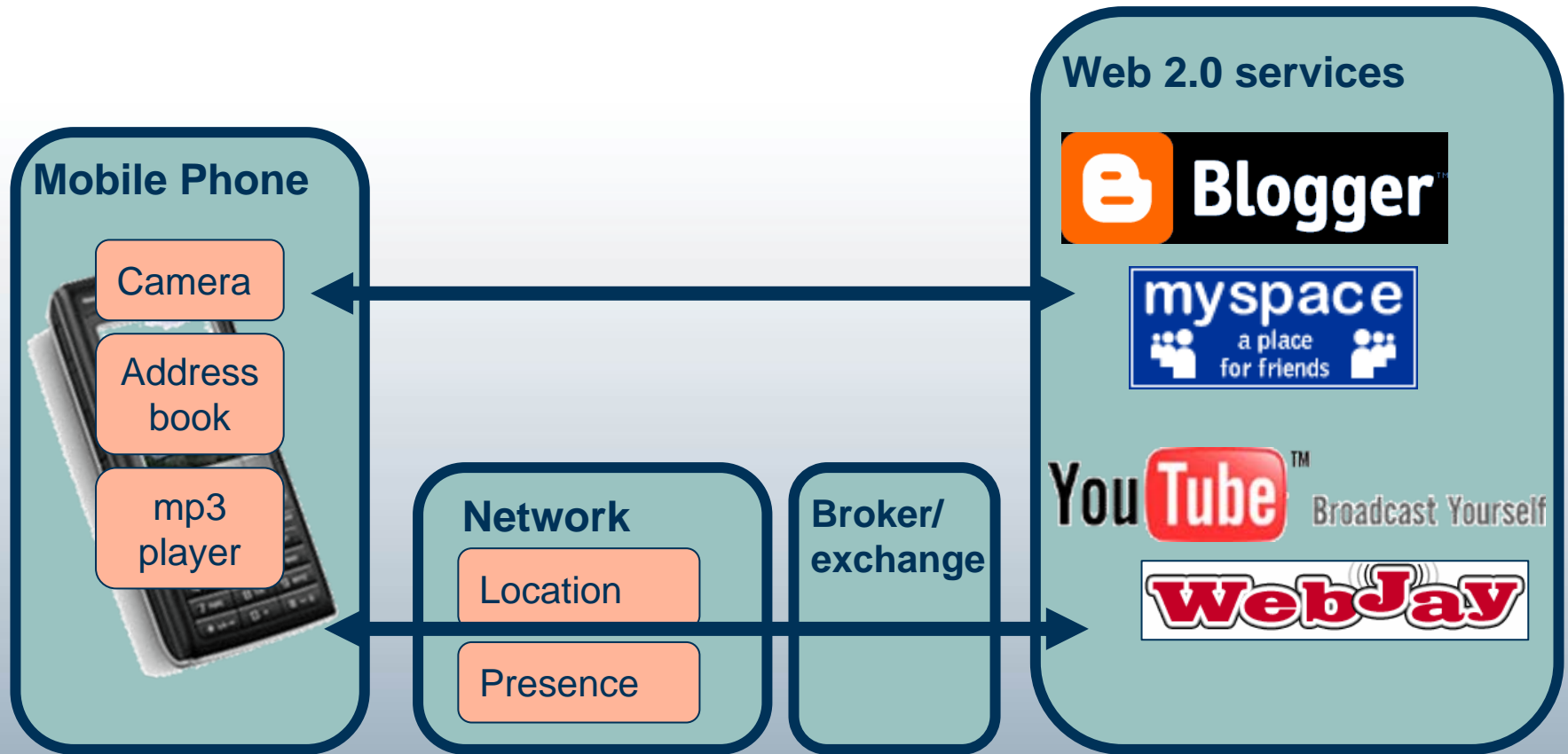
1000 x Higher Peak Rate in 10 years

Digital TV evolution – three phases



Networked TV - a new dimension of the TV user experience

Making Web 2.0 mobile



Make the phone the main source of User Generated Content

Summary

- Mobile broadband is here with good performance
- Data traffic has surpassed voice traffic
- Performance will increase even further
- Excellent opportunity to introduce new services



TAKING YOU FORWARD