



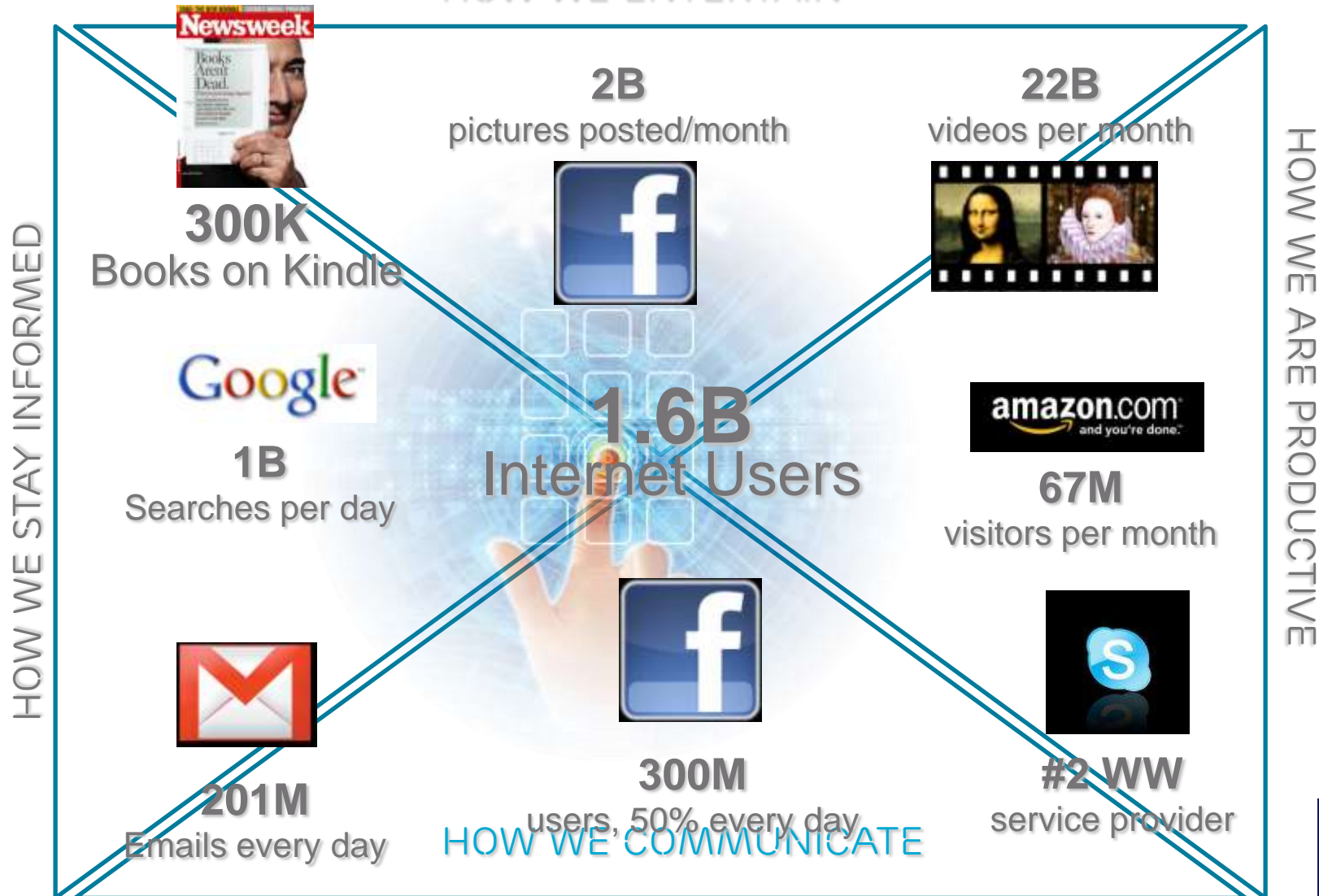


# EVERYTHING CONNECTED

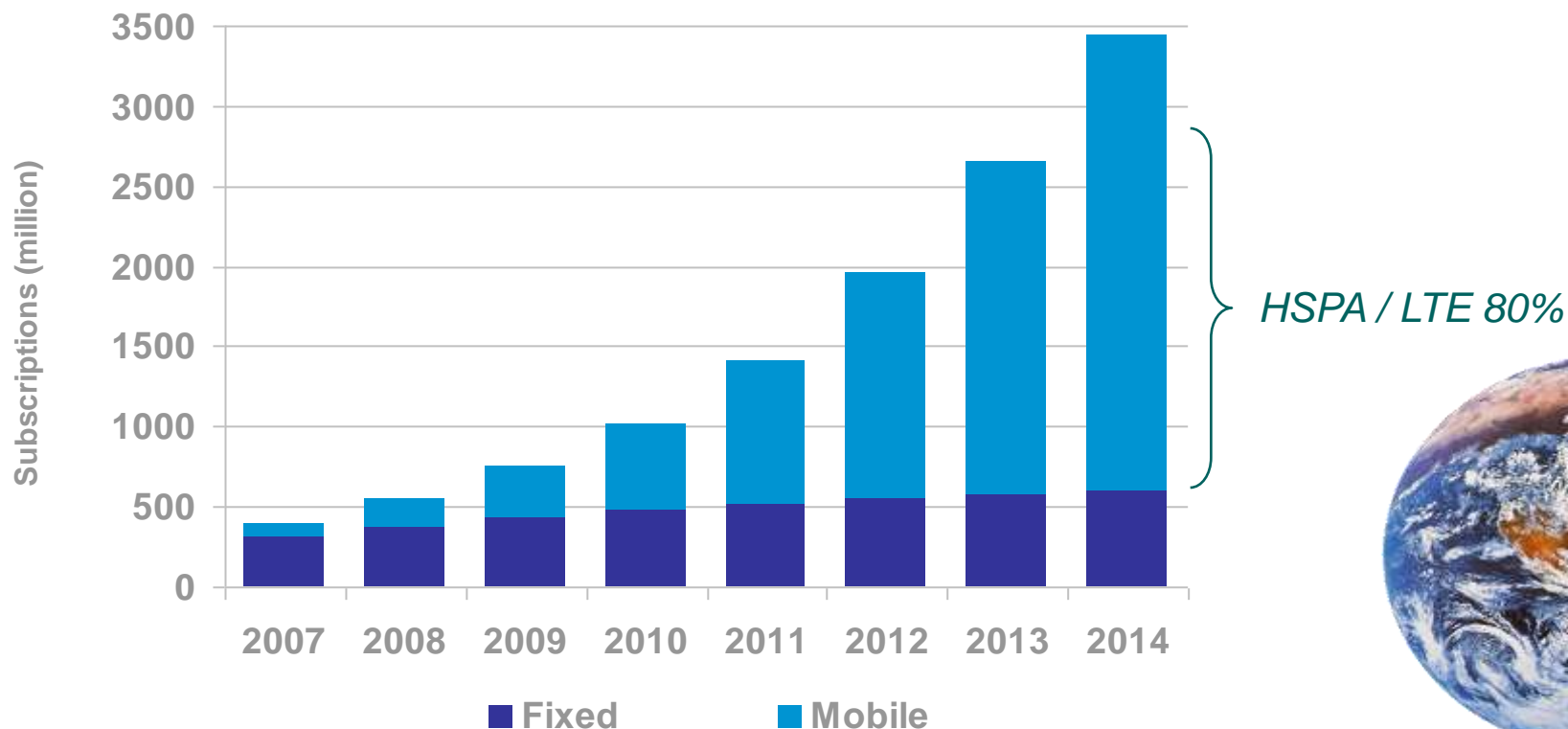
WHY EMBEDDED MAKES SENSE

# CORE USAGE MOVING TO INTERNET

## HOW WE ENTERTAIN



# BROADBAND GOES MOBILE





# THE EVOLUTION OF CONNECTED DEVICES



# USER SCENARIOS ARE EVOLVING

## EXISTING BEHAVIOR IS THE FOUNDATION



The background image is a collage. On the left, a person is sitting on a red sofa, using a laptop. In the center, there is a vertical list of six user scenarios in dark blue boxes with white text. On the right, there are three mobile devices (two smartphones and one tablet) floating over a cityscape. The bottom of the image has an orange banner with white text.

- Gaming
- Productivity
- Navigation
- Communication
- Information
- Multimedia

Existing user behavior is evolving,  
generating rapid growth...

# MARKET NEEDS

## Consumers

- Real internet anywhere
- Great user experience
- Predictable pricing

## Device manufacturers

- New sales channels
- Cost efficient solution
- Fast time to market, low risk
- Reliable MBB partner

## Operators

- New revenue streams
- Increased ARPU
- Reduced customer support
- Proven technology



# BENEFITS WITH OUR SOLUTION

## Consumer

### *Real Internet in your pocket*

- Always connected with HSPA
- DSL/PC internet experience
- Longer battery time
- Best in class performance

## Device manufacturer

### *Fast time to market*

- Tested and certified with operators
- Preintegrated HW & SW
- Simple business model
- Long term operator relationships
- Large ecosystem

## Operator

### *New revenue streams*

- New 3G device to bundle with subscriptions
- Enable new business models for
  - dedicated devices
- Proven mobile platform
- Interoperable with networks



# OPERATOR CERTIFICATION

- › The C3607w is based on the same chipset as the Ericsson F3607gw and F3307
- › The C3607 is using the same FW (very small changes)
- › Both operator and industry approvals will benefit from this



# CONCLUSIONS

ALL DEVICES WILL  
BE CONNECTED TO  
THE INTERNET

The enabling technology already exists:

- Great applications
- CPUs
- Connectivity
- DSL-like speeds

Ericsson is an experienced and uniquely positioned partner for built-in modules



# OUR CREDENTIALS

## A TRUSTED PARTNER



### Telecom technology leadership

### Unparalleled operator insights

- Business and processes
- Tested and certified with operators

### Time to market

- Pre-certified in majority of markets
- Outstanding IPR protection
- Pre-integrated with Intel platform
- Pre-integrated hardware and software

**Ericsson is uniquely positioned**







**ERICSSON**