

## May 25 Daily News

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### Ericsson Maps out the Future of Broadband and Convergence at VON Europe

STOCKHOLM, Sweden--(BUSINESS WIRE)--May 25, 2005--Ericsson (NASDAQ:ERICY) has brought the latest for broadband connected homes and networked enterprises to VON Europe 2005, being held in Stockholm this week. Through Ericsson's softswitches, IMS solutions and high-performance broadband, operators can differentiate their offerings to consumers through bundling of services and convergence of fixed and mobile services.

Delivery of broadband access is and will continue for at least the next five years to be one of the fastest growing segments in the telecommunications industry. Consumer demand for broadband access and mobility in communications are two key factors that will drive operators to extend their propositions for both personal and business use.

"As the world's leading telecom vendor, Ericsson has a unique position in access and network solutions for high-speed fixed and mobile networks," says Karl Thedeen, Vice President, Wireline, Ericsson "Furthermore, Ericsson is the industry leader in integration and implementation of these networks."

During VON Europe 2005, the leading Voice Over IP event in Europe, Ericsson is addressing the importance of extensive service bundling such as IPTV - IP telephony for residential customers. For enterprises, bundled services include both IP centrex and IP PBXs as well as push e-mail and video telephony.

Service transparency is another key element for operators differentiating their service offerings. Ericsson's innovative IMS solution is the enabler for converged voice and multimedia communication services.

In the enterprise segment, communication services based on mobility and broadband have a great potential to improve productivity and enhance customer service in organizations and enterprises.

By combining its knowledge of corporate and mobile networks, mobile devices and applications development, Ericsson is in a unique position to meet the needs of mobile workers worldwide.

Ericsson is shaping the future of Mobile and Broadband Internet communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the world.