

REALIZING THE POTENTIAL OF THE CONNECTED LIFE

Hector De Tommaso, Ericsson, Head of Marketing
Region Latin America and Caribbean

THE NETWORKED SOCIETY



NETWORKED SCHOOL

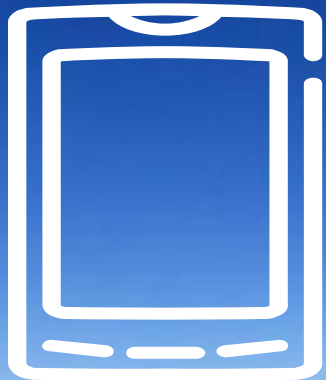
NETWORKED HEALTHCARE

NETWORKED UTILITIES





TECHNOLOGIES FOR THE NETWORKED SOCIETY



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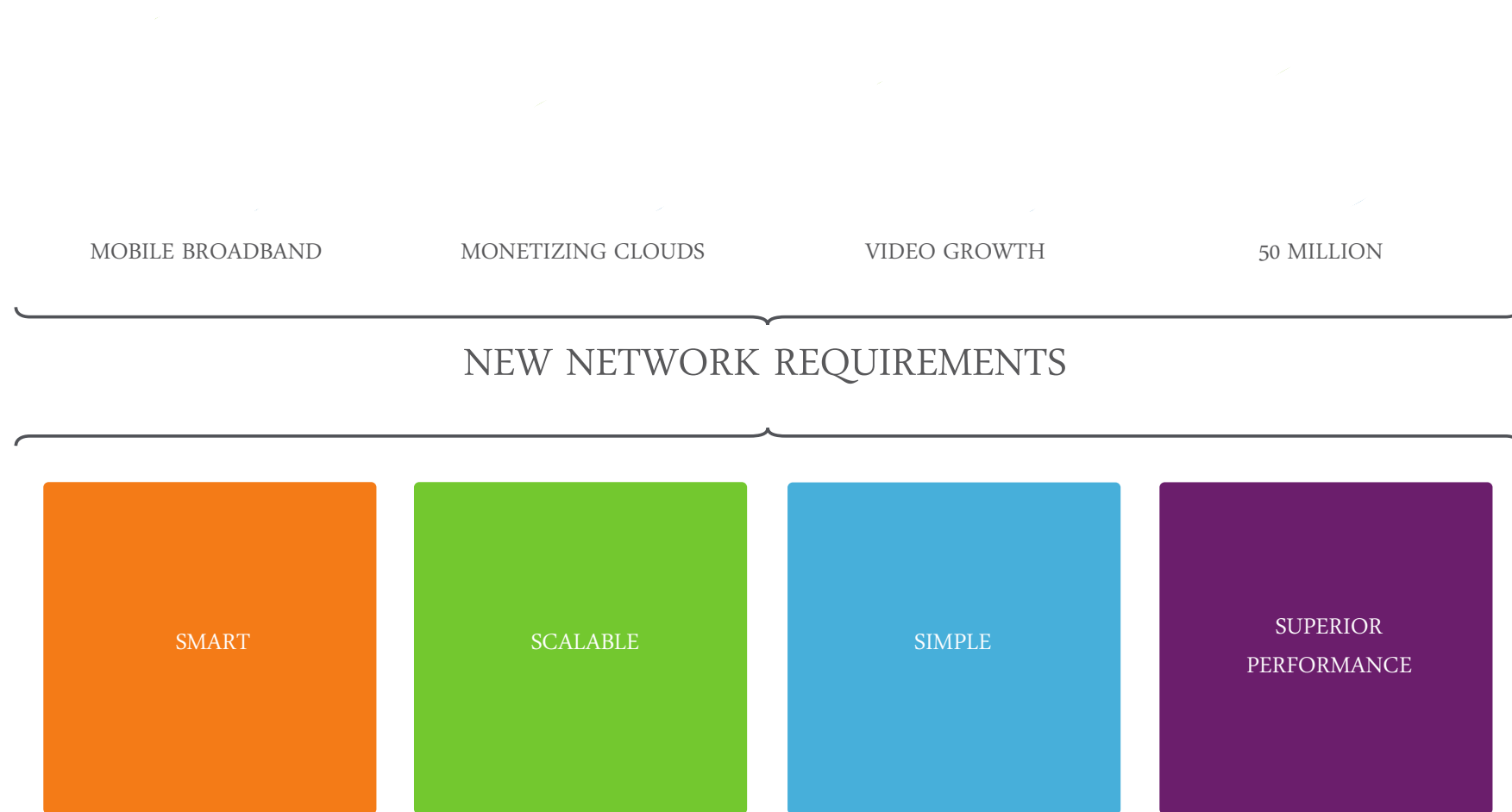
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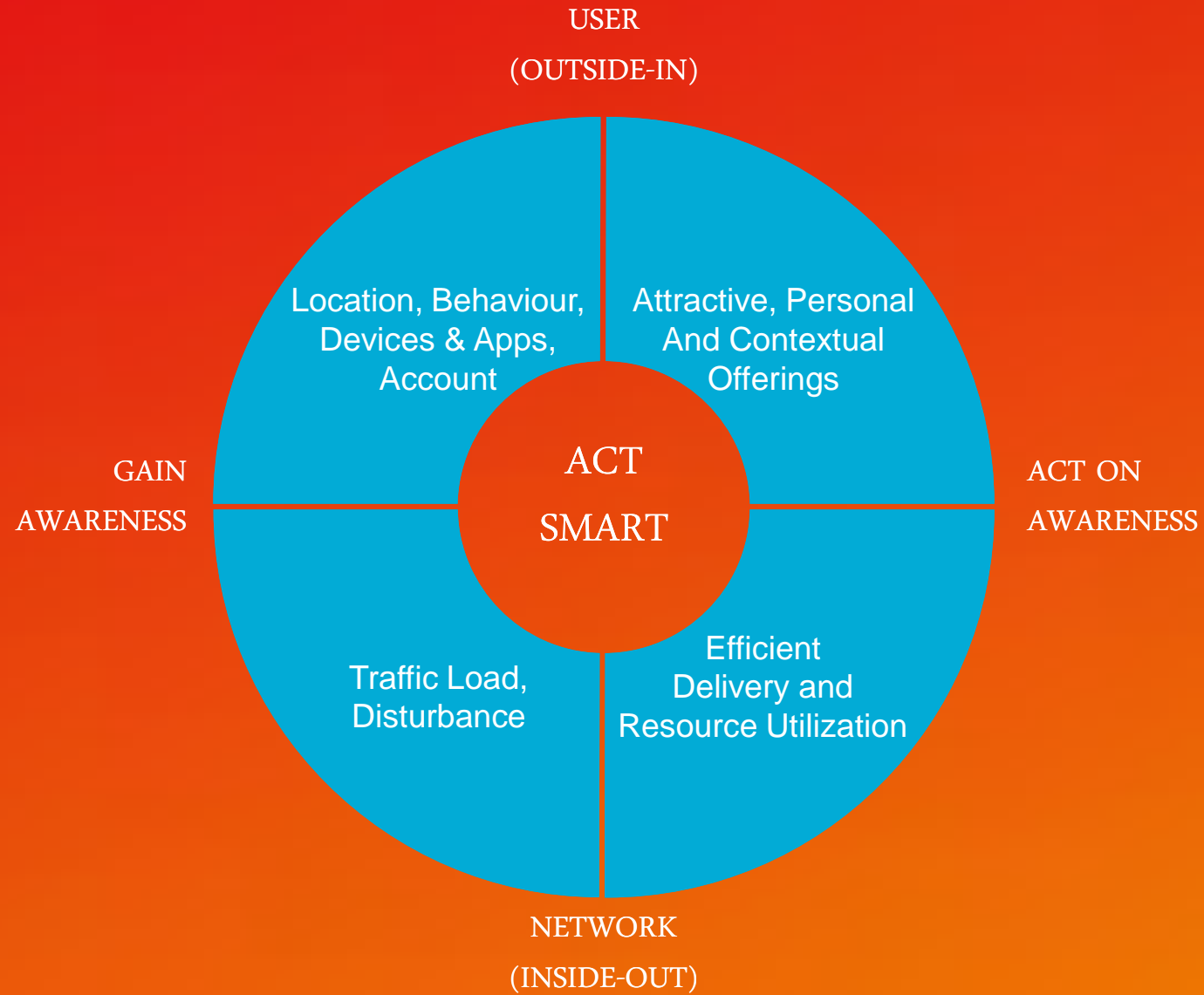
MOBILITY BROADBAND + SERVICE AWARE NETWORK + CLOUD



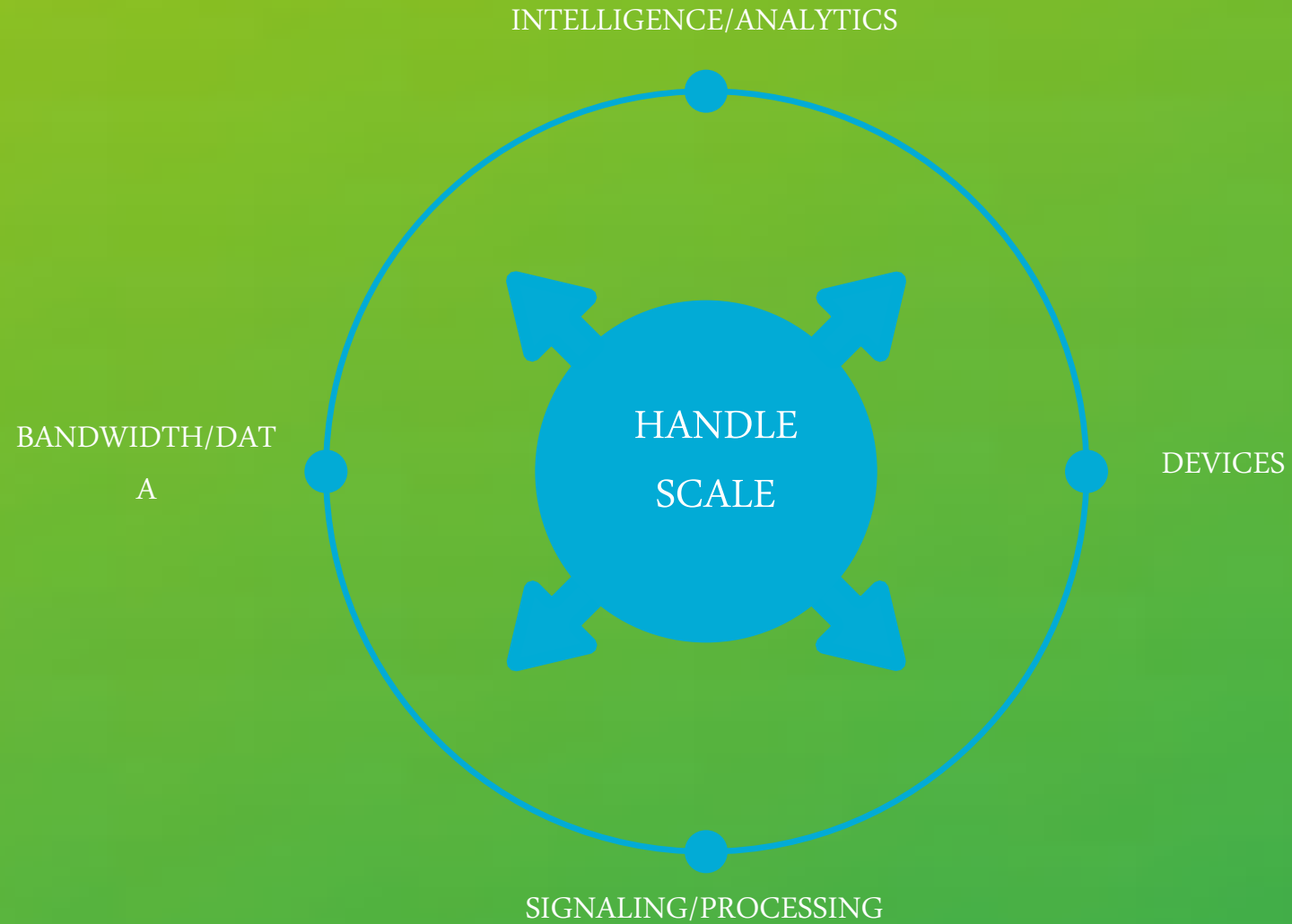
THE NETWORK FOR THE NETWORKED SOCIETY



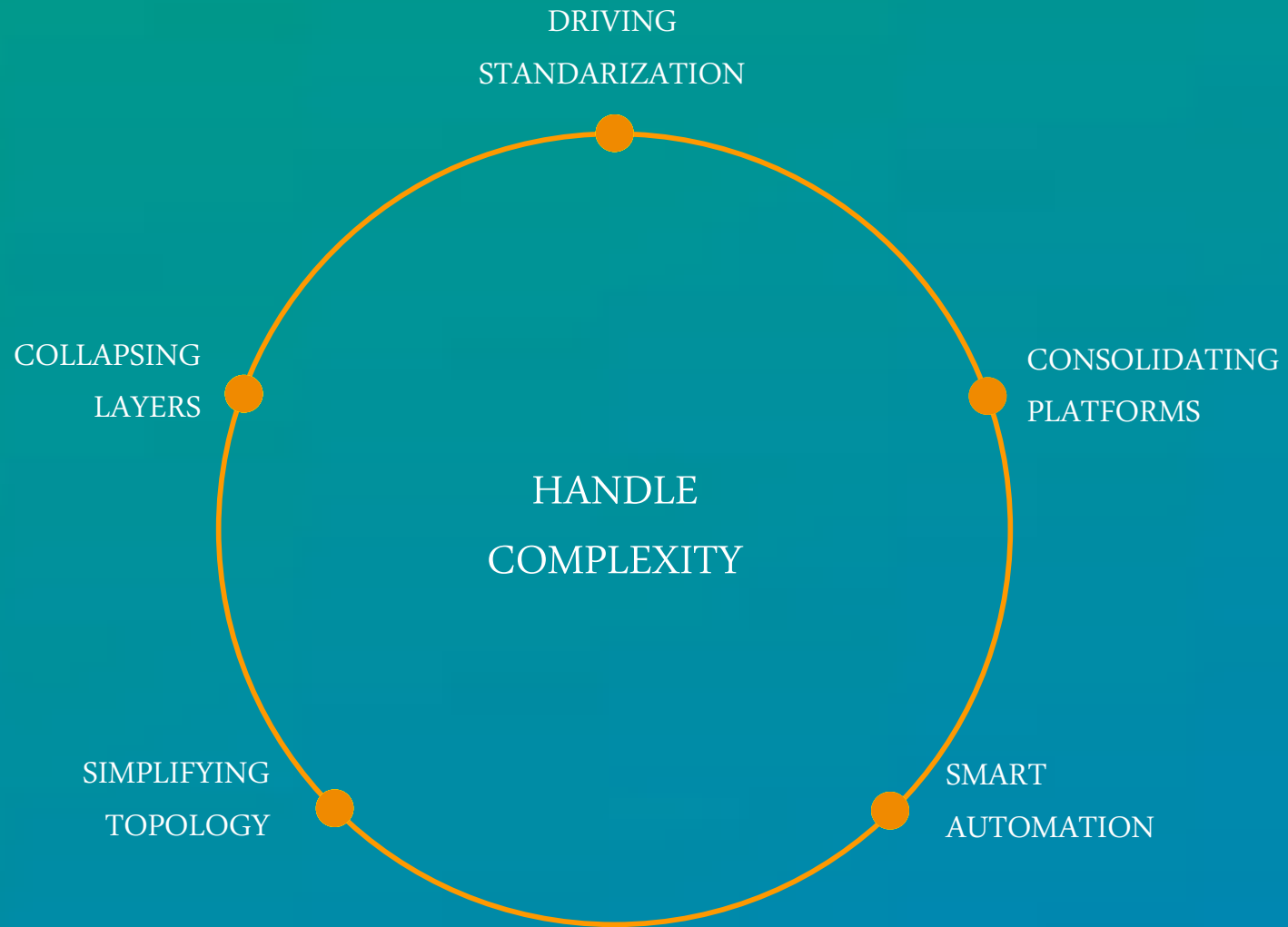
SMART



SCALABLE



SIMPLE



SUPERIOR PERFORMANCE

THEORETICAL



SECURE INFIELD
PERFORMANCE



IN FIELD

➤ CUTTING EDGE
PRODUCTS

➤ EXPERIENCED
DESIGN

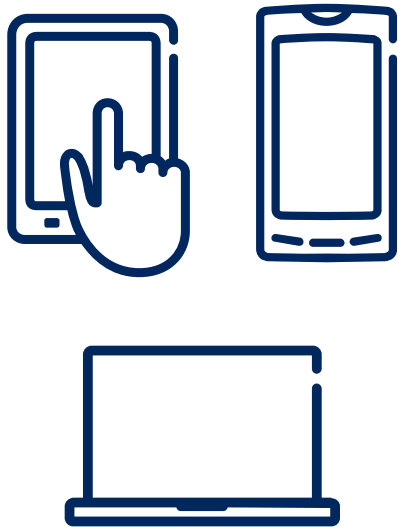
➤ CONTINUOUS
TUNING

➤ SERVICE
ASSURANCE

CAPITALIZING ON THE SMARTPHONE RACE



HIGH END & MASS MARKET DEVICES



NEW BUSINESS LOGICS



Incentivist



Here & Now



One-trick-pony

NETWORK PERFORMANCE



INDUSTRY LEADING SMARTPHONE KNOWLEDGE



ECOSYSTEM

- ✓ **Impact** of smartphones from **lab and field tests**
- ✓ **Influence** device and applications **designs**
- ✓ **Add** and **improve** radio and core product **features**



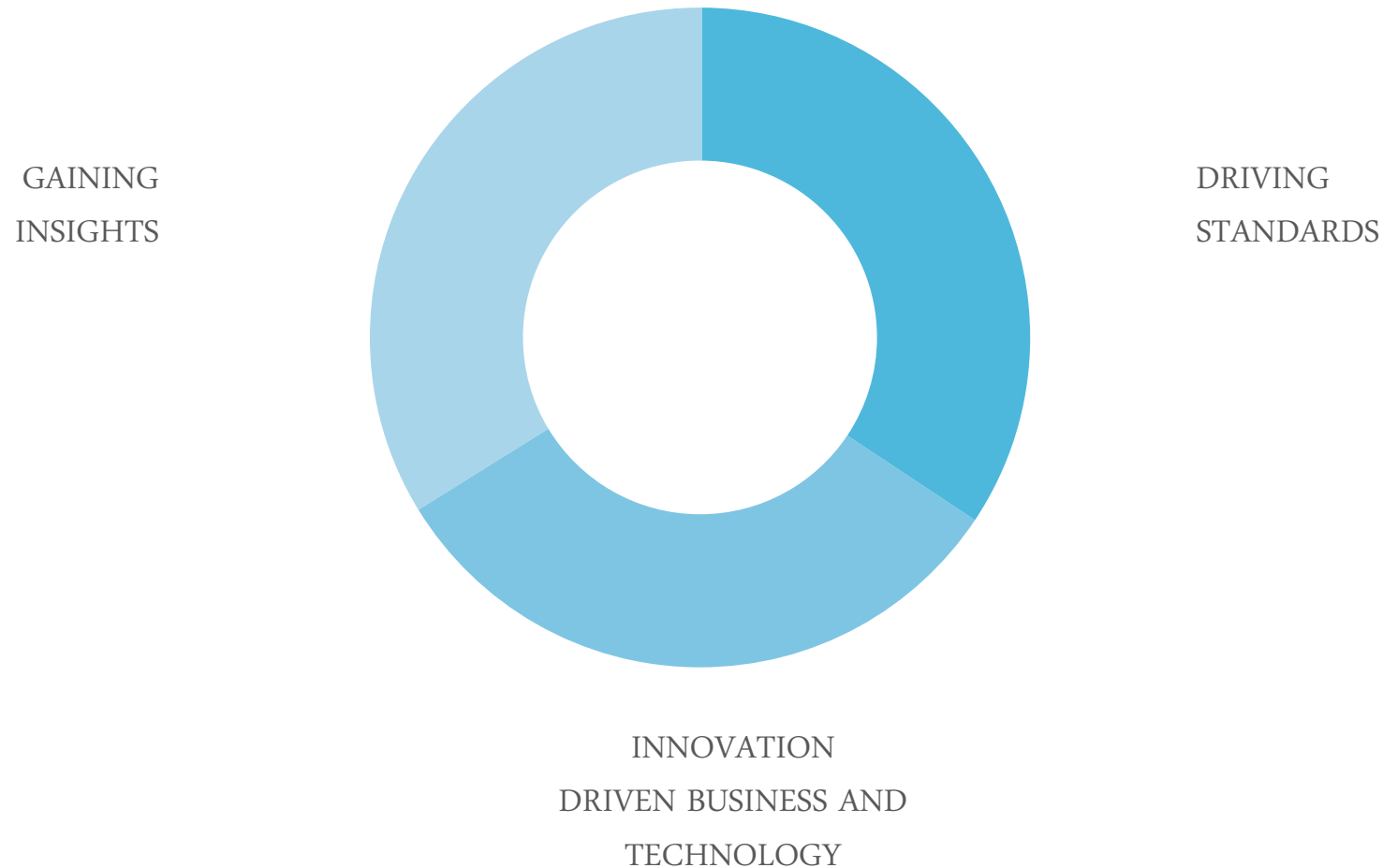
FOR A SMARTPHONE OPTIMIZED NETWORK

- ✓ **Products**
- ✓ **Planning and optimization**
- ✓ **People**

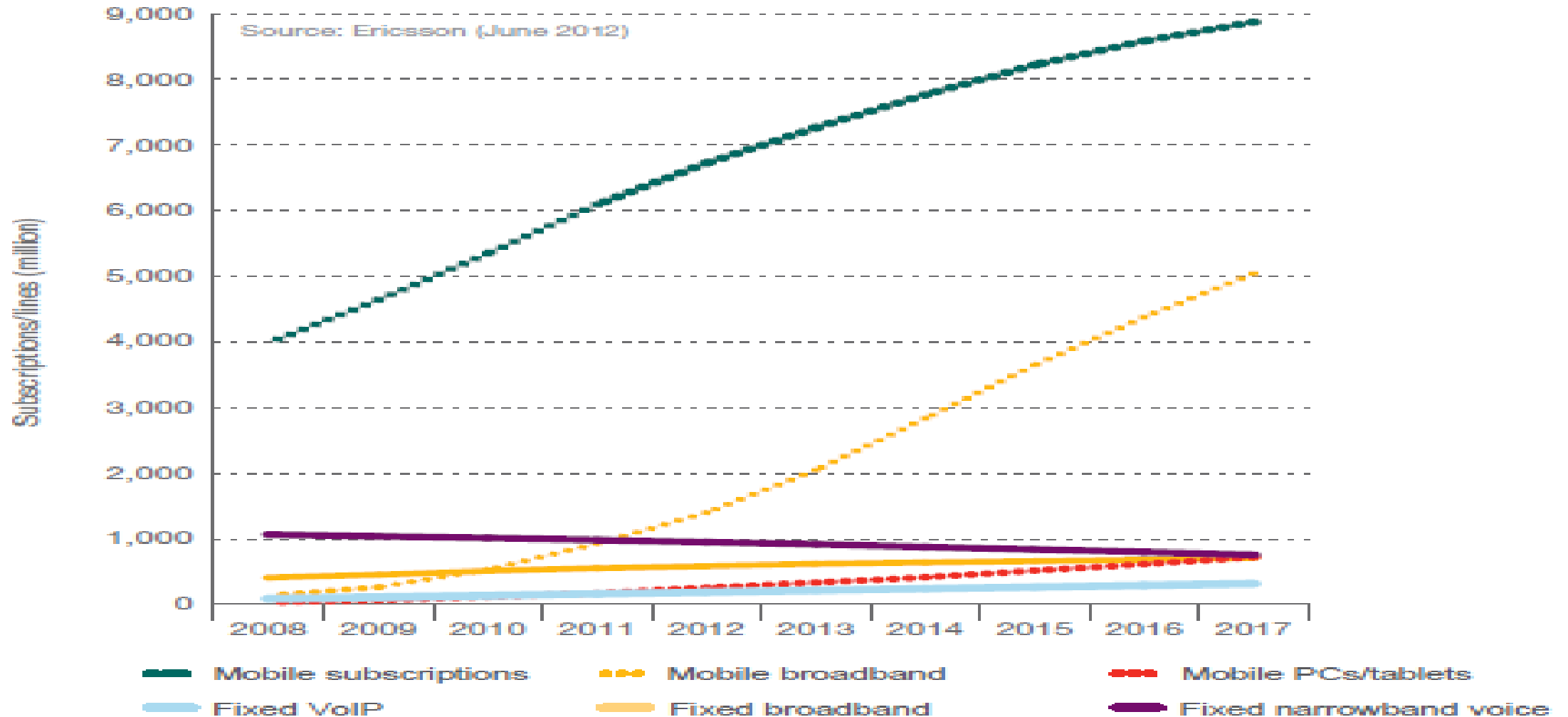
SMARTPHONE BUSINESS

- ✓ **Impact on brand**
- ✓ **End-to-end** product support
- ✓ **Drive revenues**

SMARTPHONES PAVING THE WAY FOR 50B CONNECTIONS



FIXED AND MOBILE SUBSCRIPTIONS 2008 - 2017



KEY FIGURES



Mobile subscription essentials	2011	2012	2017	CAGR 2011-2017	Unit
Worldwide mobile subscriptions	6,000	6,700	8,900	7%	
– Smartphone subscriptions	700	1,000	3,100	30%	
– HT smartphones	350				millions
– Mobile PC & tablet subscriptions	200	250	650	25%	
– Mobile broadband subscriptions	1,000	1,400	5,100	30%	

Mobile traffic essentials	2011	2012	2017	CAGR 2011-2017	Unit
– Monthly traffic/smartphone	250	350	1,100	30%	
– Monthly traffic/HT smartphone	450				
– Monthly traffic/PC	2,000	2,500	8,000	25%	MB/month
– Monthly traffic/tablet	650	850	3,200	30%	
Monthly traffic/fixed broadband connection	35,000	50,000	140,000	25%	

Traffic growth	Multiplier 2011-2017	CAGR 2011-2017
All mobile data	15	60%
– Smartphones	20	65%
– PC	10	50%
– Tablets	75	100%
Fixed broadband	5	30%

TRAFFIC AND MARKET REPORT

ON THE PULSE OF THE NETWORKED SOCIETY

June 2012



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SOCIAL MEDIA CHANNELS RLAM



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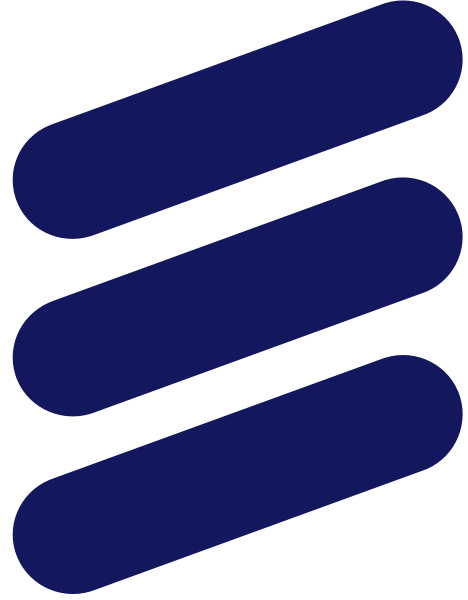
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