

# REALIZING THE POTENTIAL OF THE CONNECTED LIFE

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# THE NETWORKED SOCIETY



## NETWORKED SCHOOL

## NETWORKED HEALTHCARE

## NETWORKED UTILITIES



# MANIFEST VIDEO



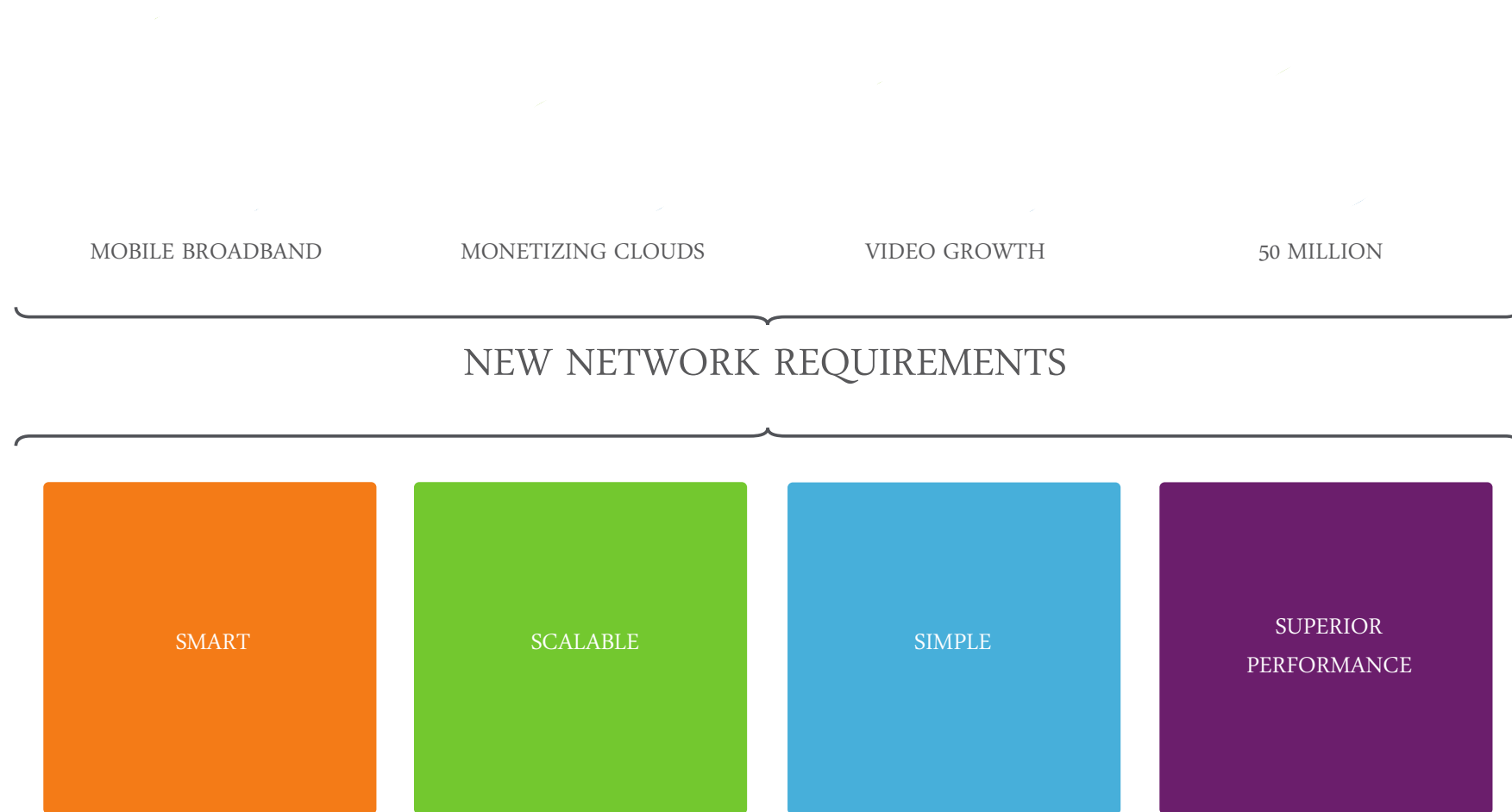
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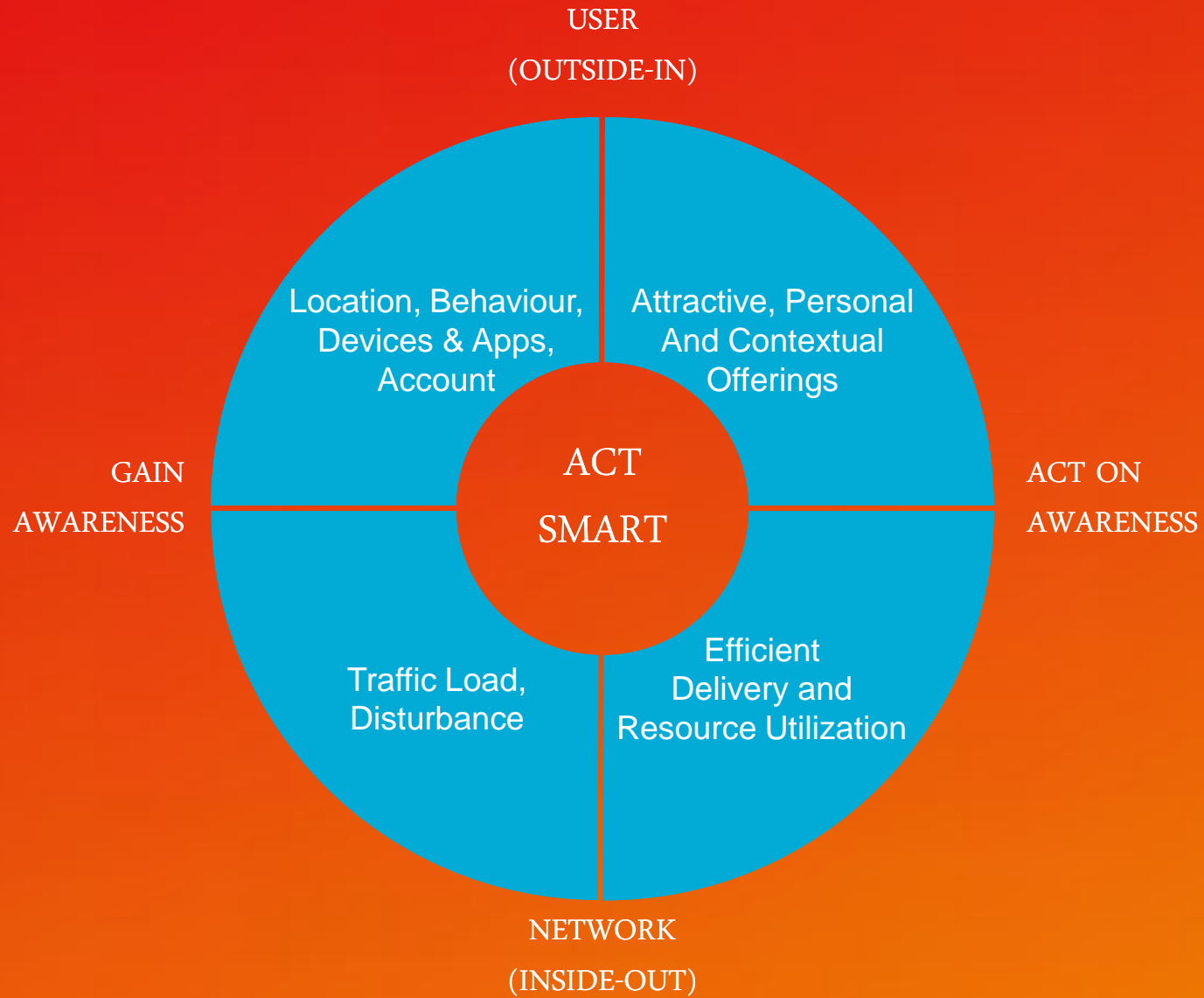
# MANIFEST VIDEO



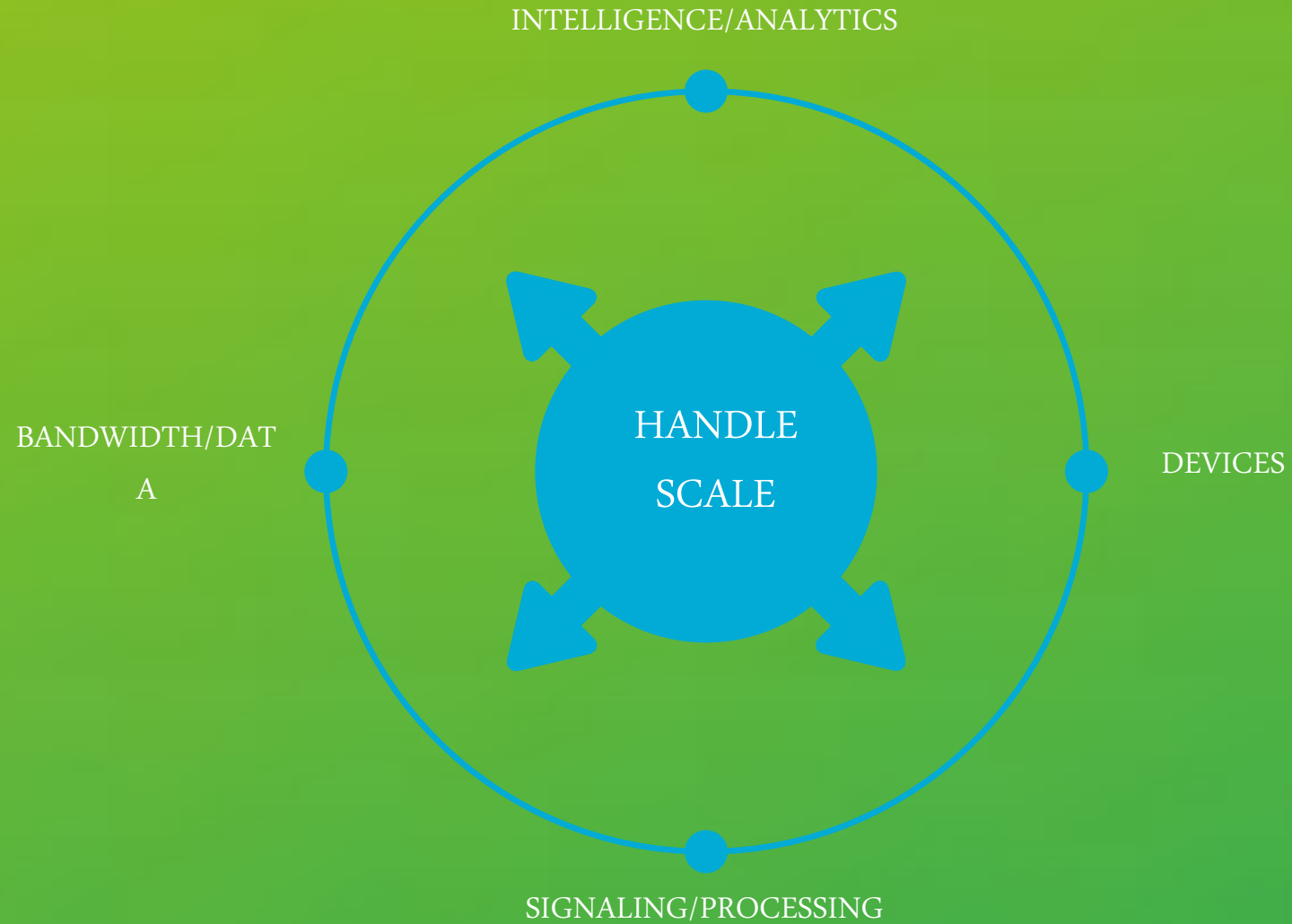
# THE NETWORK FOR THE NETWORKED SOCIETY



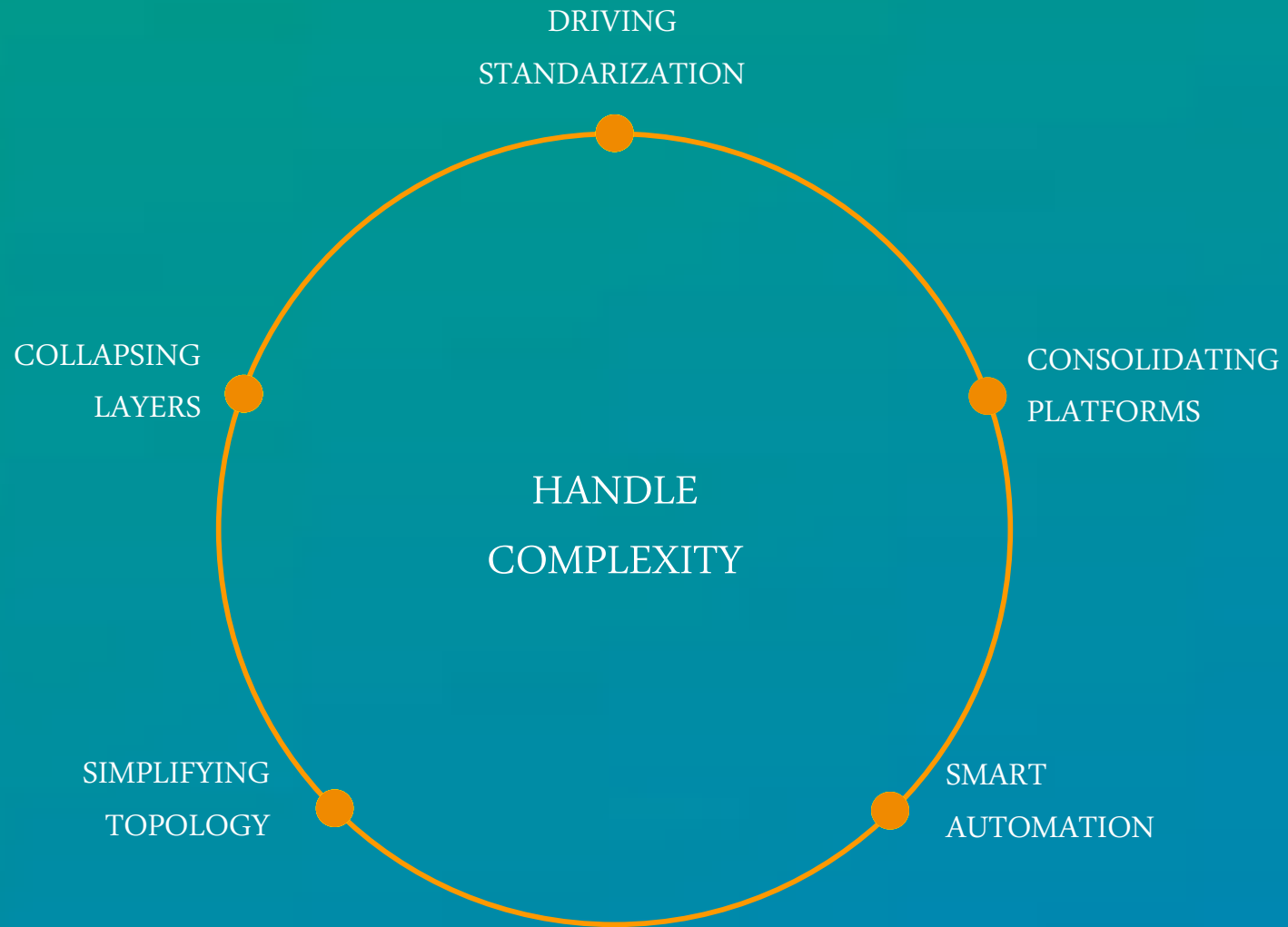
# SMART



# SCALABLE



# SIMPLE



# SUPERIOR PERFORMANCE

THEORETICAL



SECURE INFIELD  
PERFORMANCE



IN FIELD

▶ CUTTING EDGE  
PRODCUTS

▶ EXPERIENCED  
DESIGN

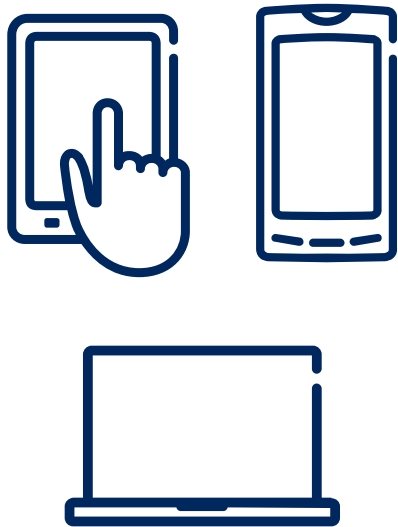
▶ CONTINUOUS  
TUNING

▶ 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



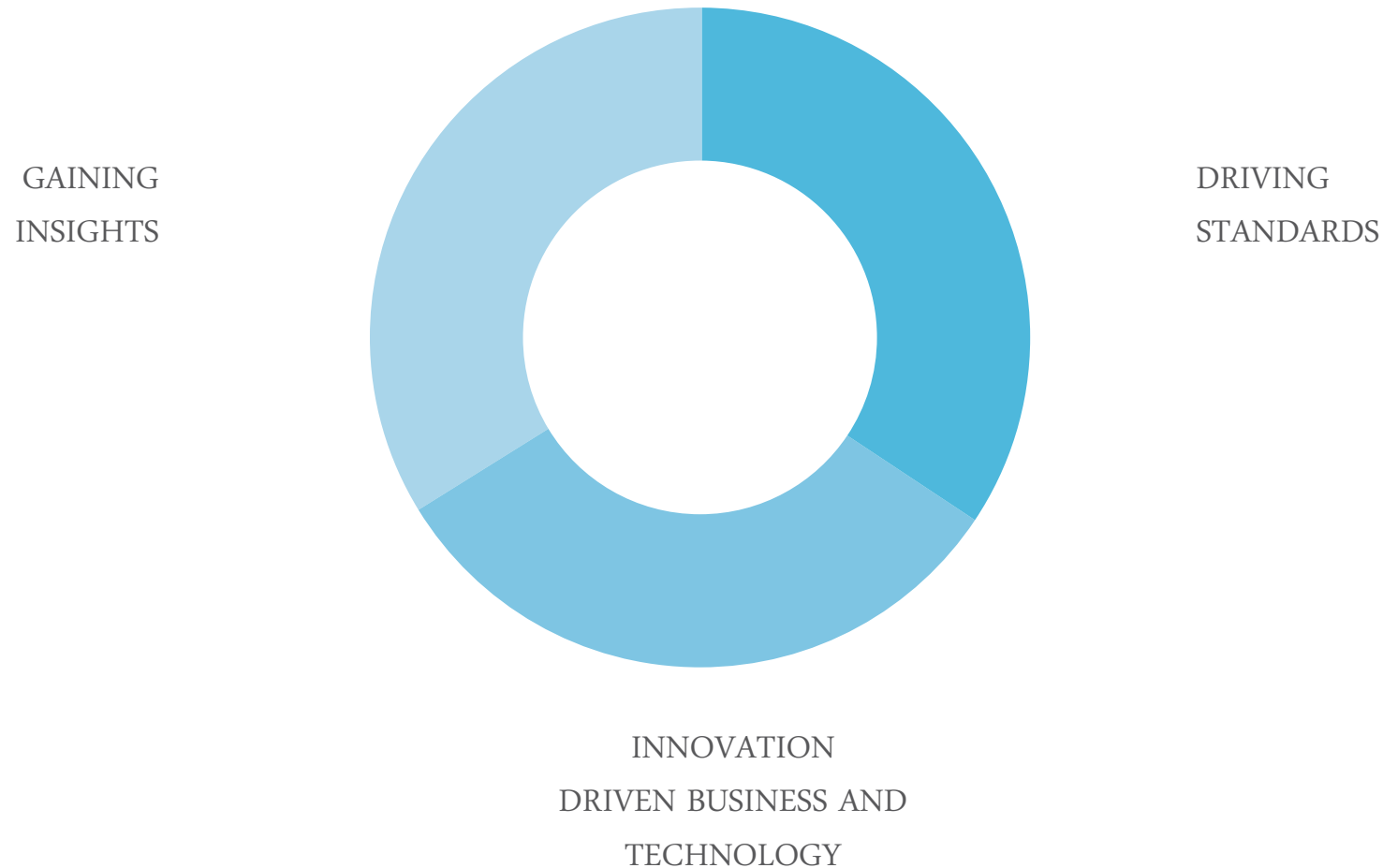
## FOR A SMARTPHONE OPTIMIZED NETWORK

- ✓ Products
- ✓ Planning and optimization
- ✓ People

## SMARTPHONE BUSINESS

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

# SMARTPHONES PAVING THE WAY FOR 50B CONNECTIONS





**ERICSSON**