



C.M.D.N.Y.

Capital Markets Day New York

May 10 2006

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Research and Development Chief Technology Officer



C.M.D.N.Y.

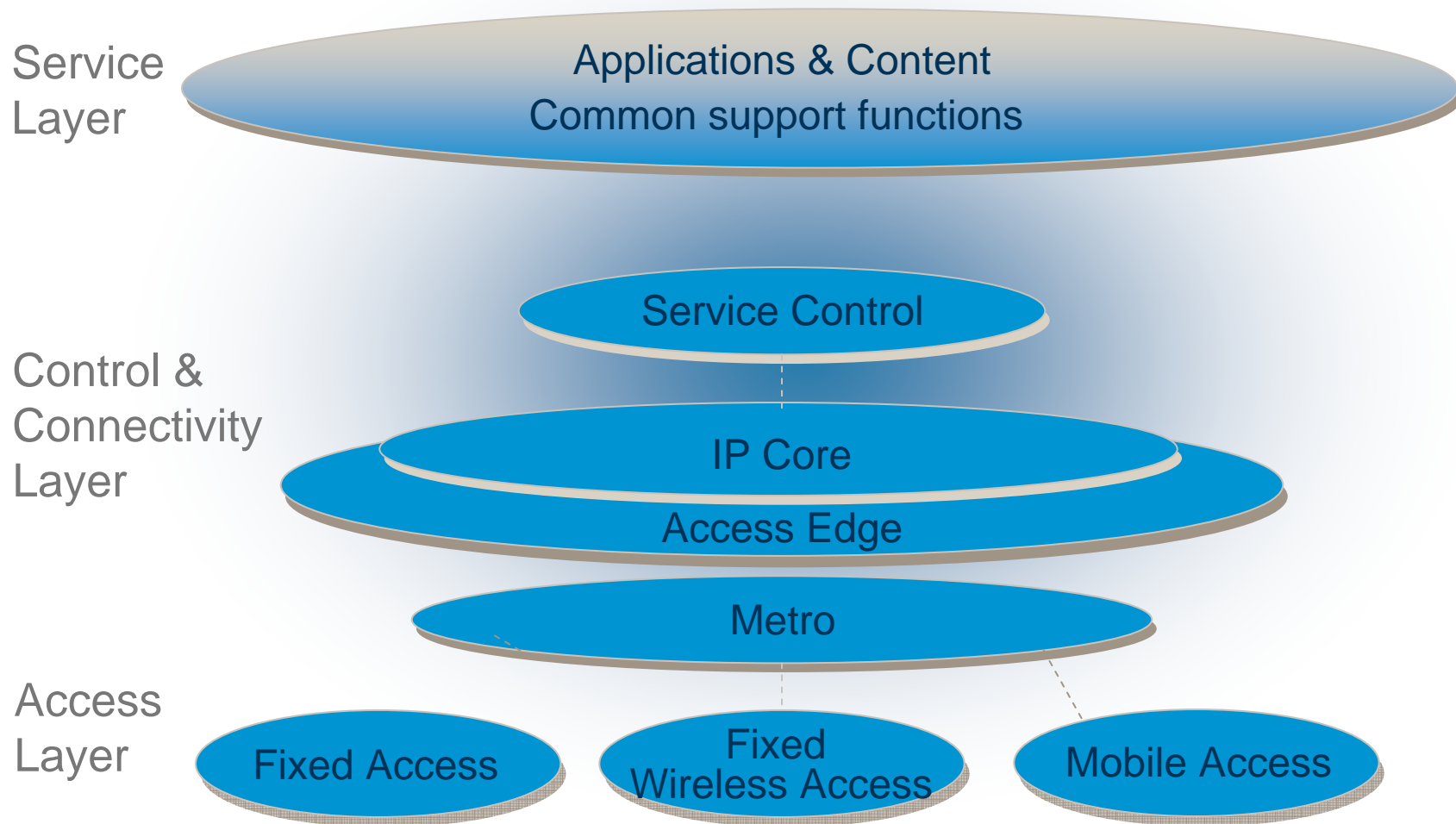
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IMS and Convergence



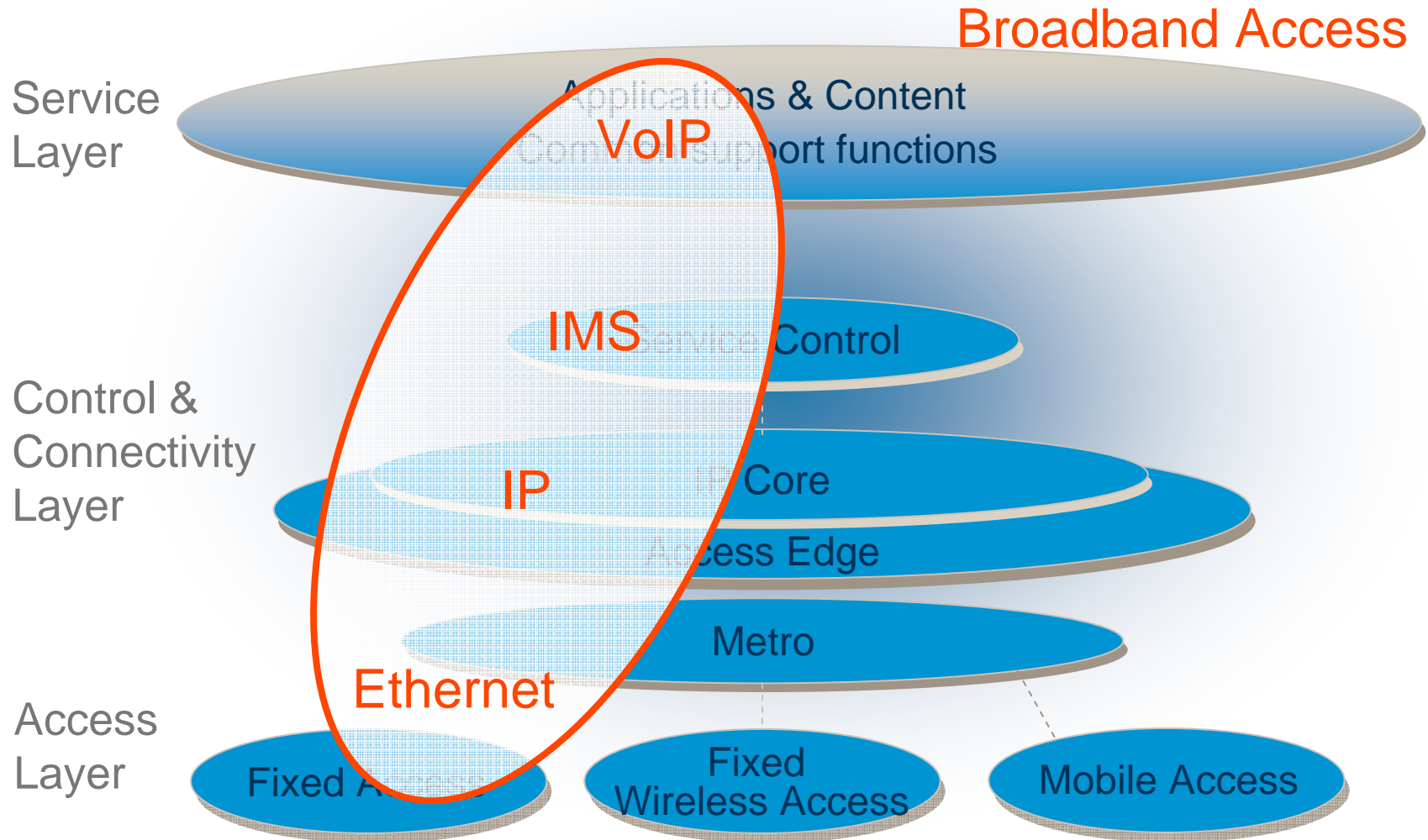
A converged multi service network

IP in all parts of the network



A converged multi service network

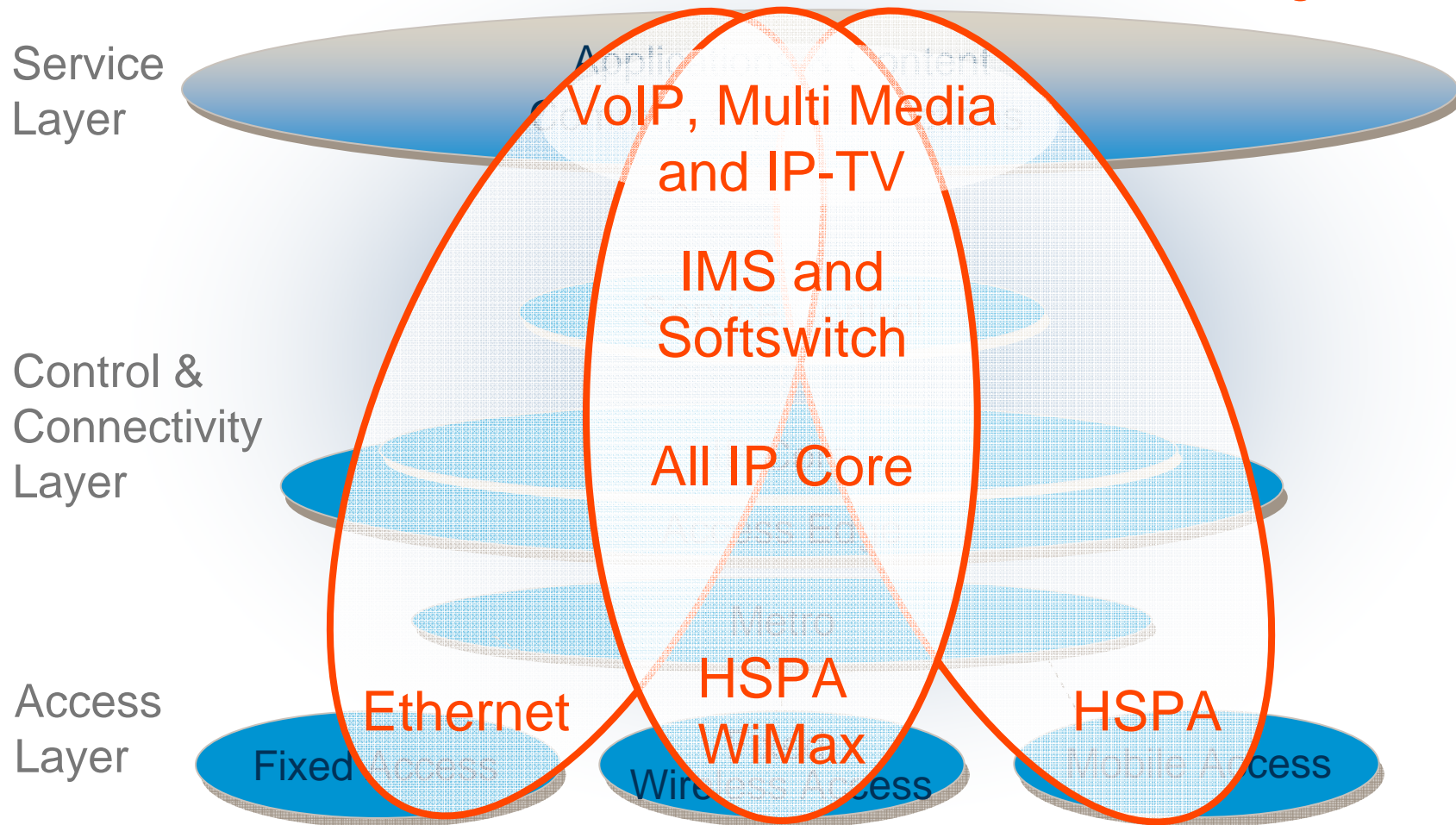
IP in all parts of the network



A converged multi service network

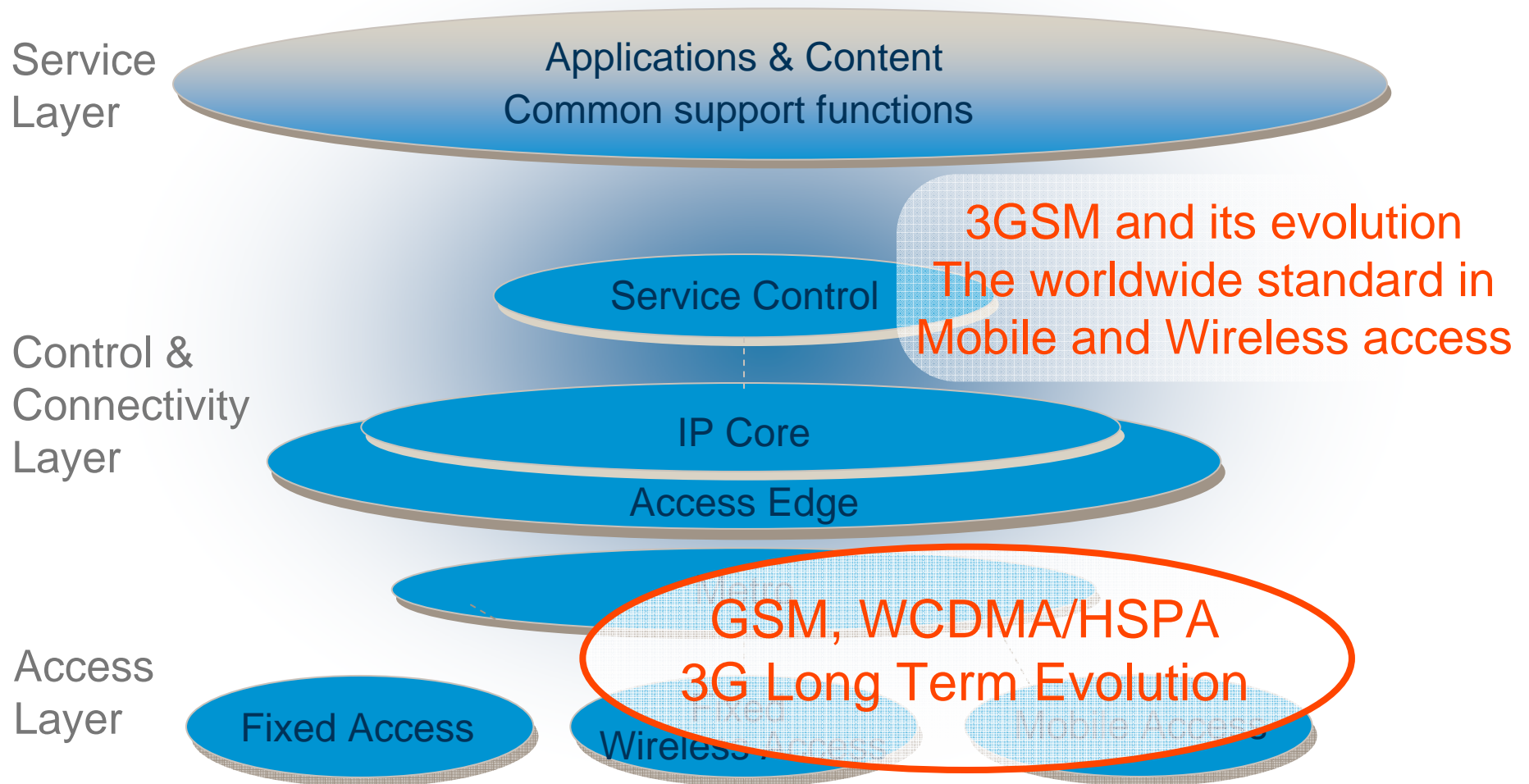
IP in all parts of the network

Convergence



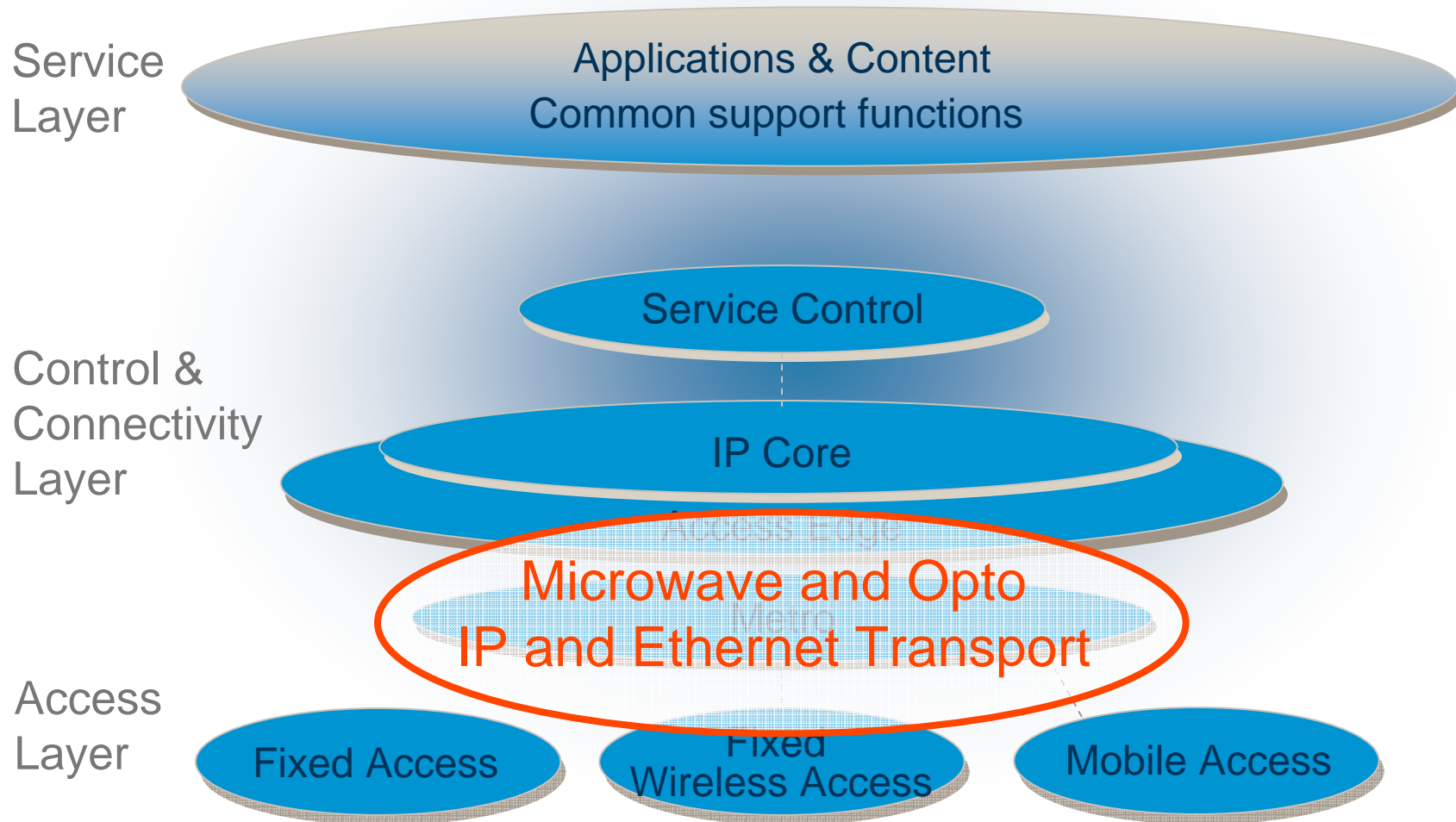
A converged multi service network

IP in all parts of the network



A converged multi service network

IP in all parts of the network

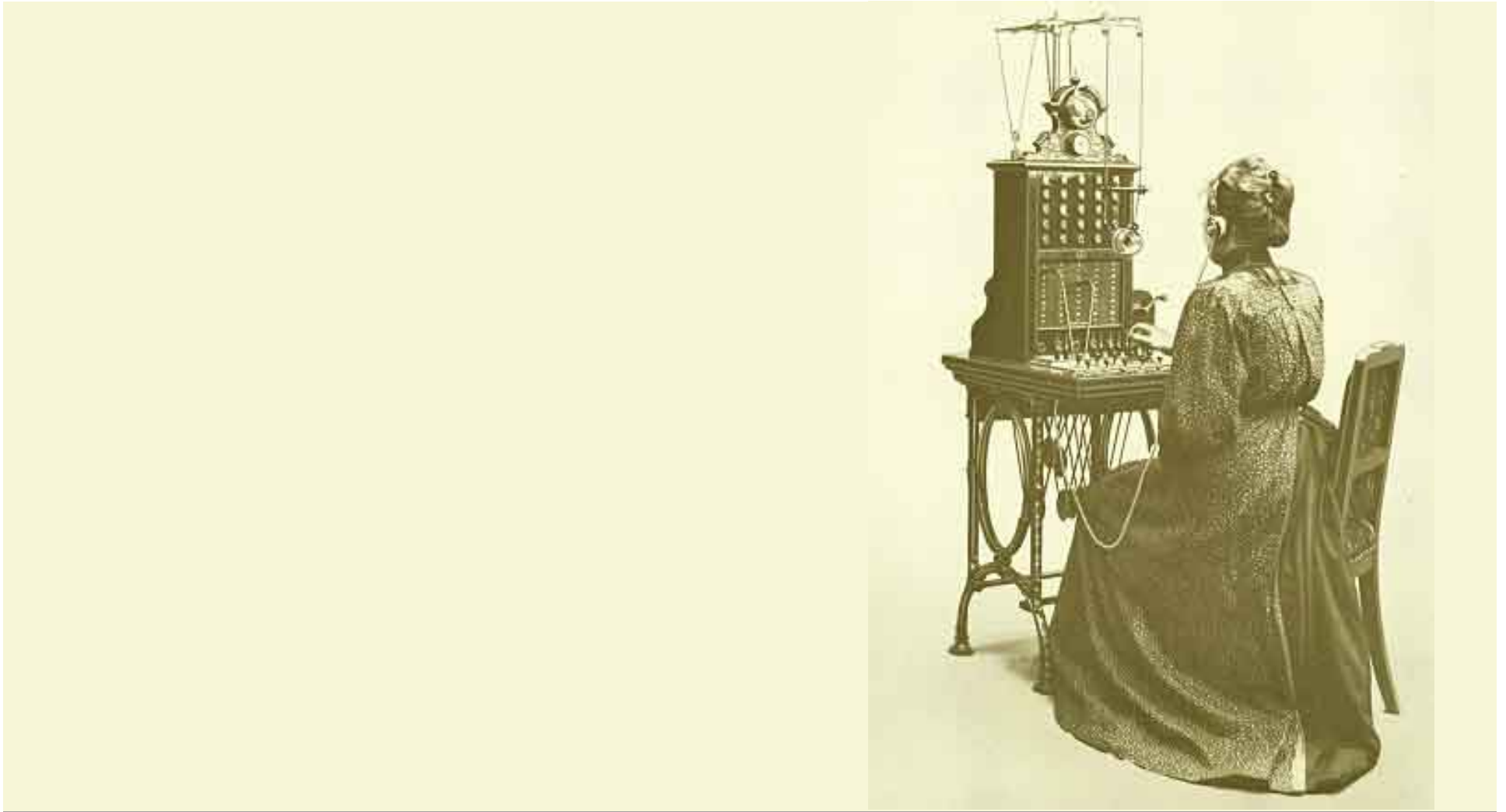


IP, SIP and IMS

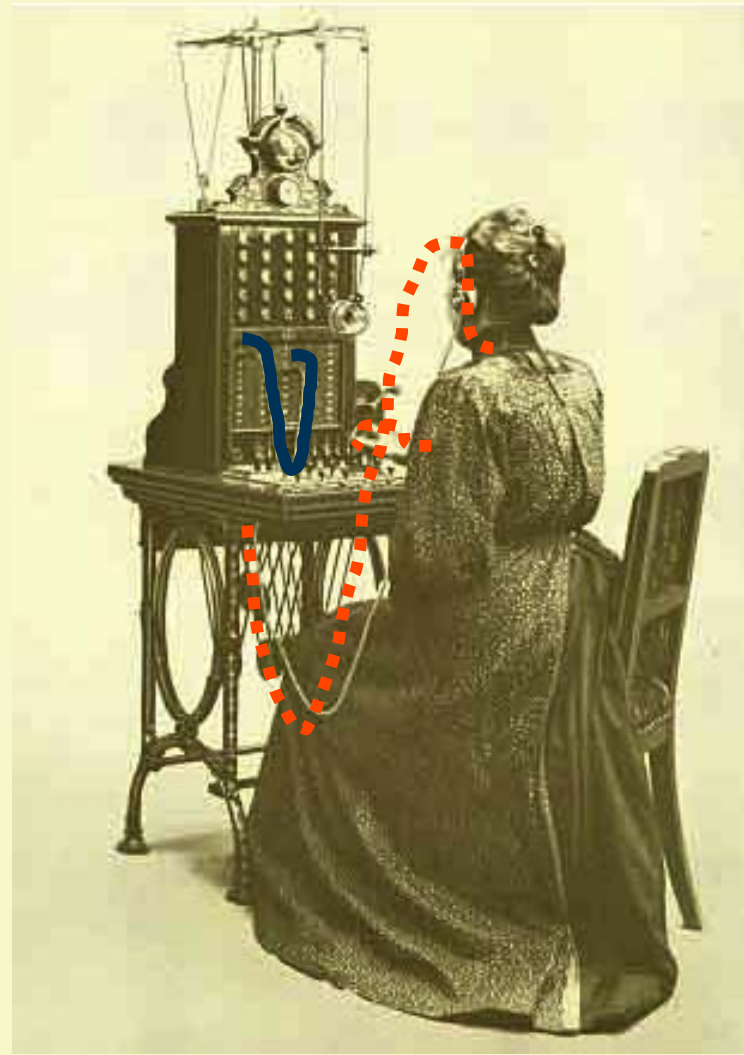
IMS Control – “The Rules”

SIP Signalling – “The Map”

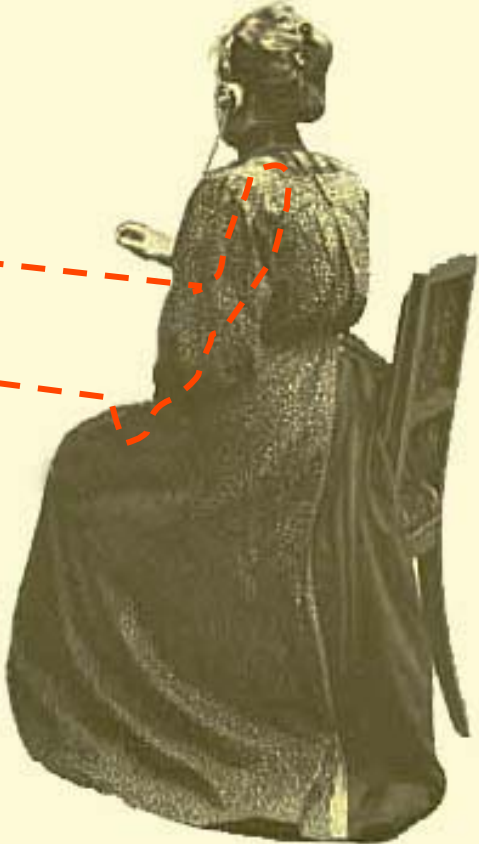
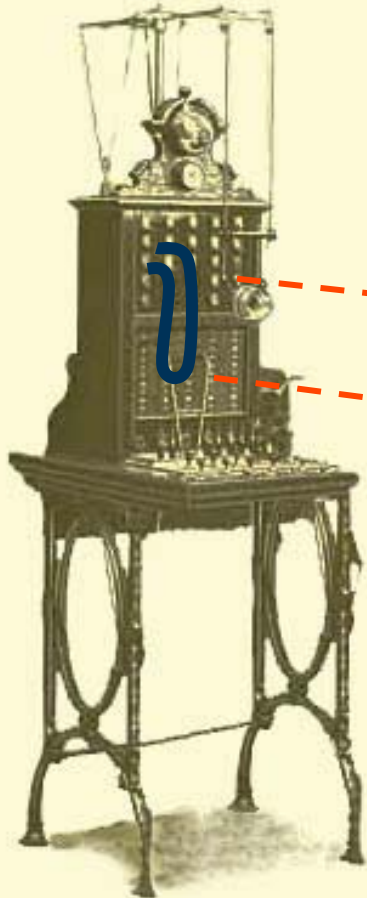
IP Connectivity – “The Roads”



”MSC”

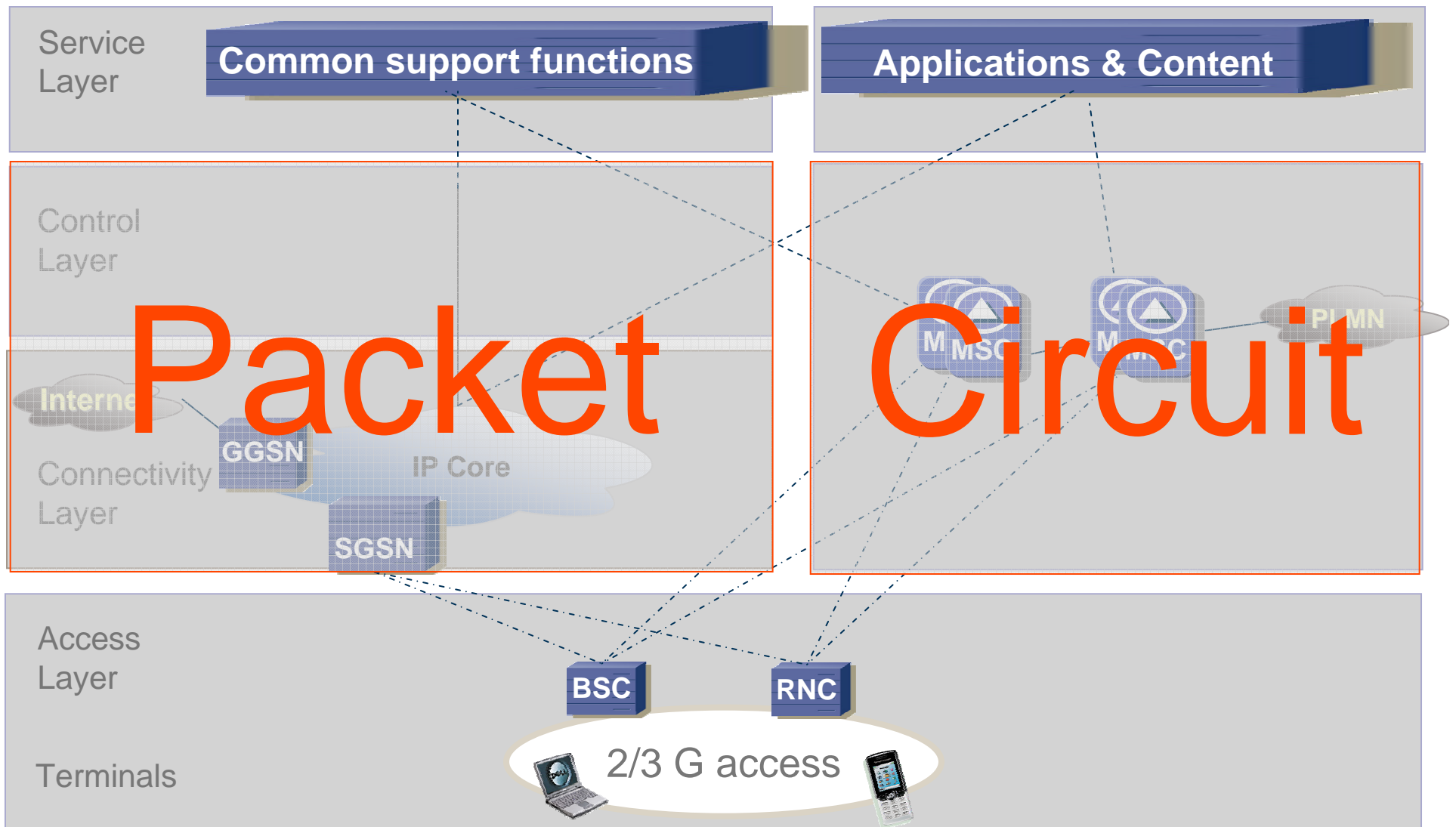


”MSC Server”

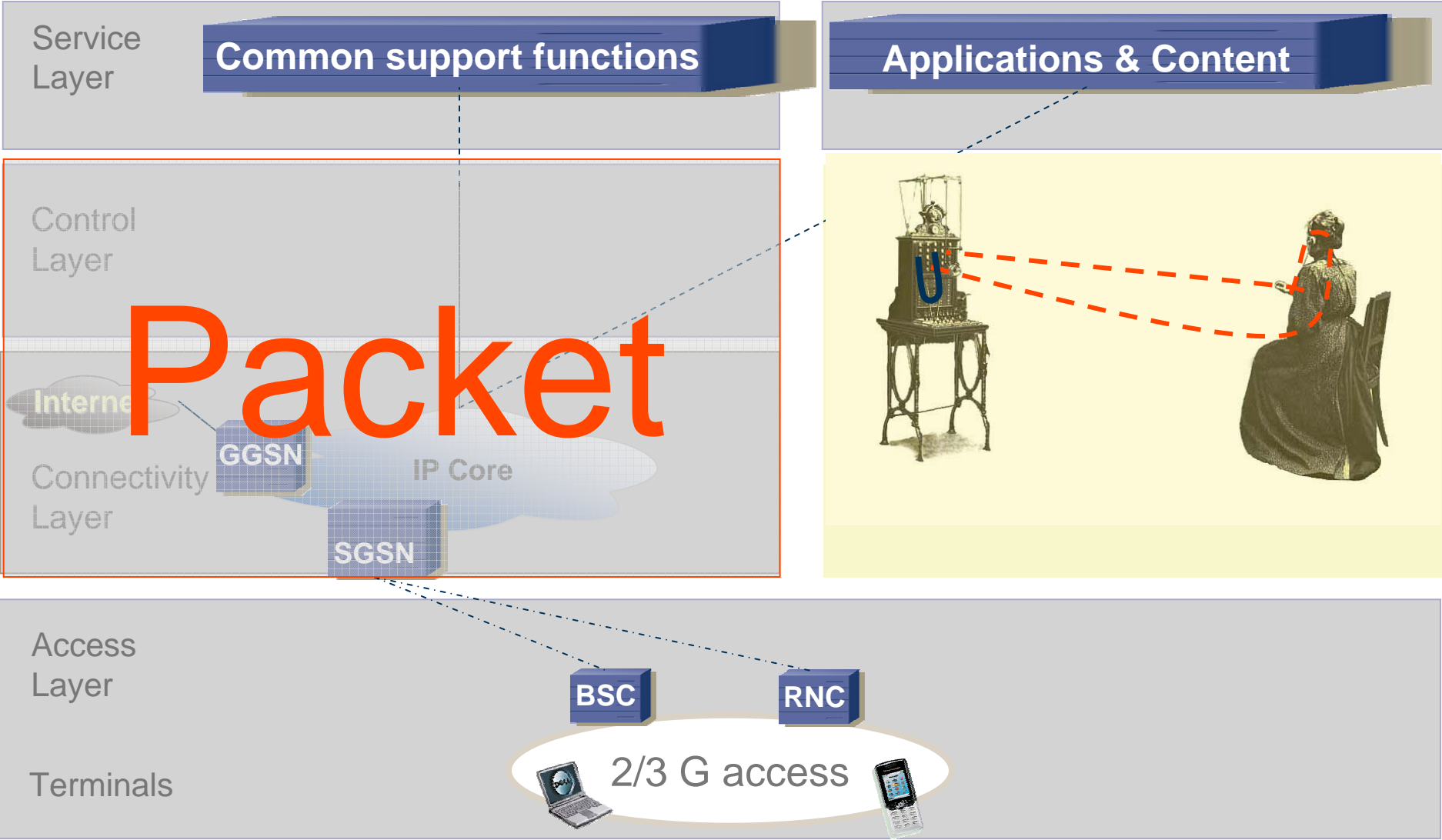


”Media Gateway”

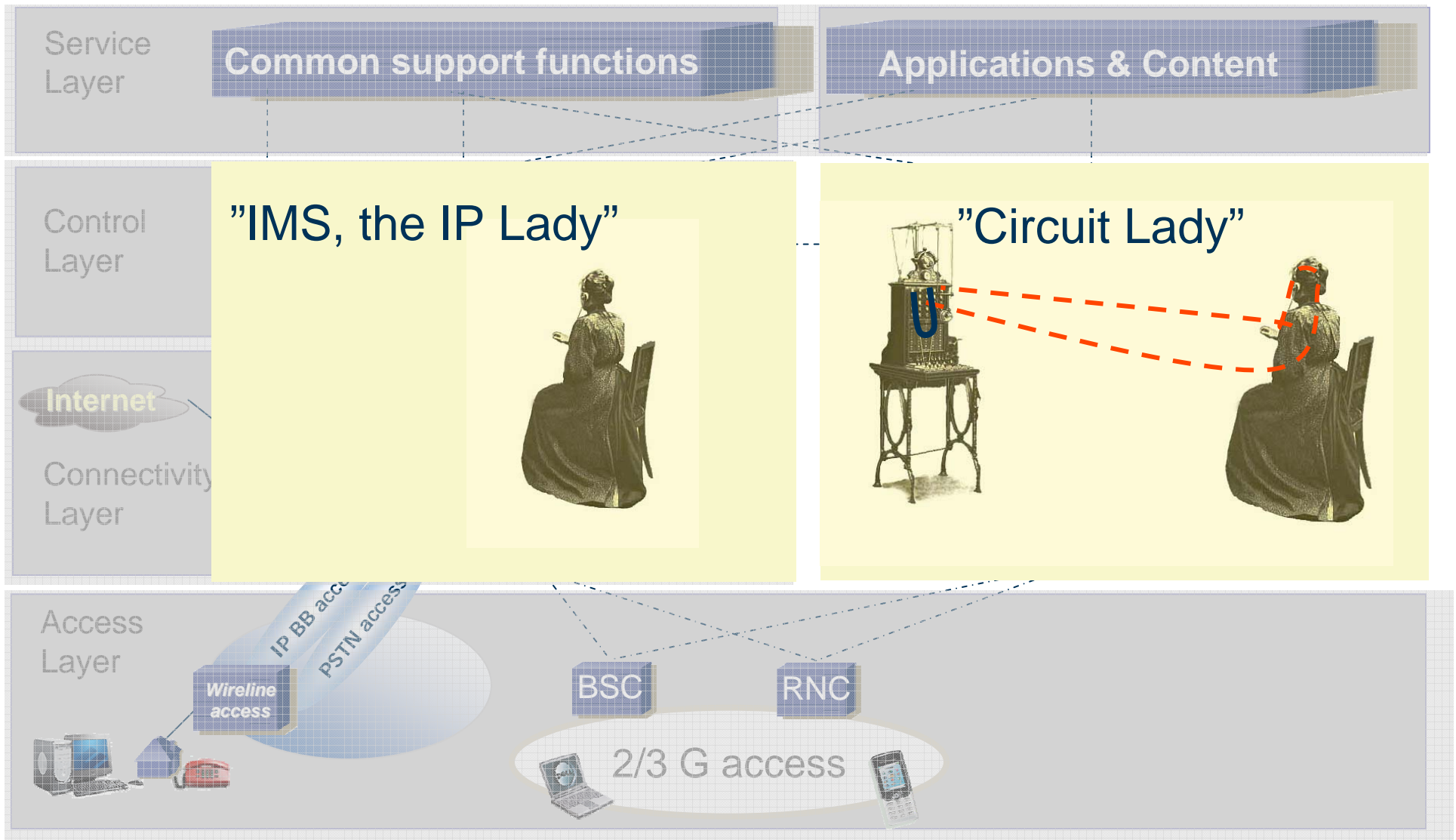
Network Architecture



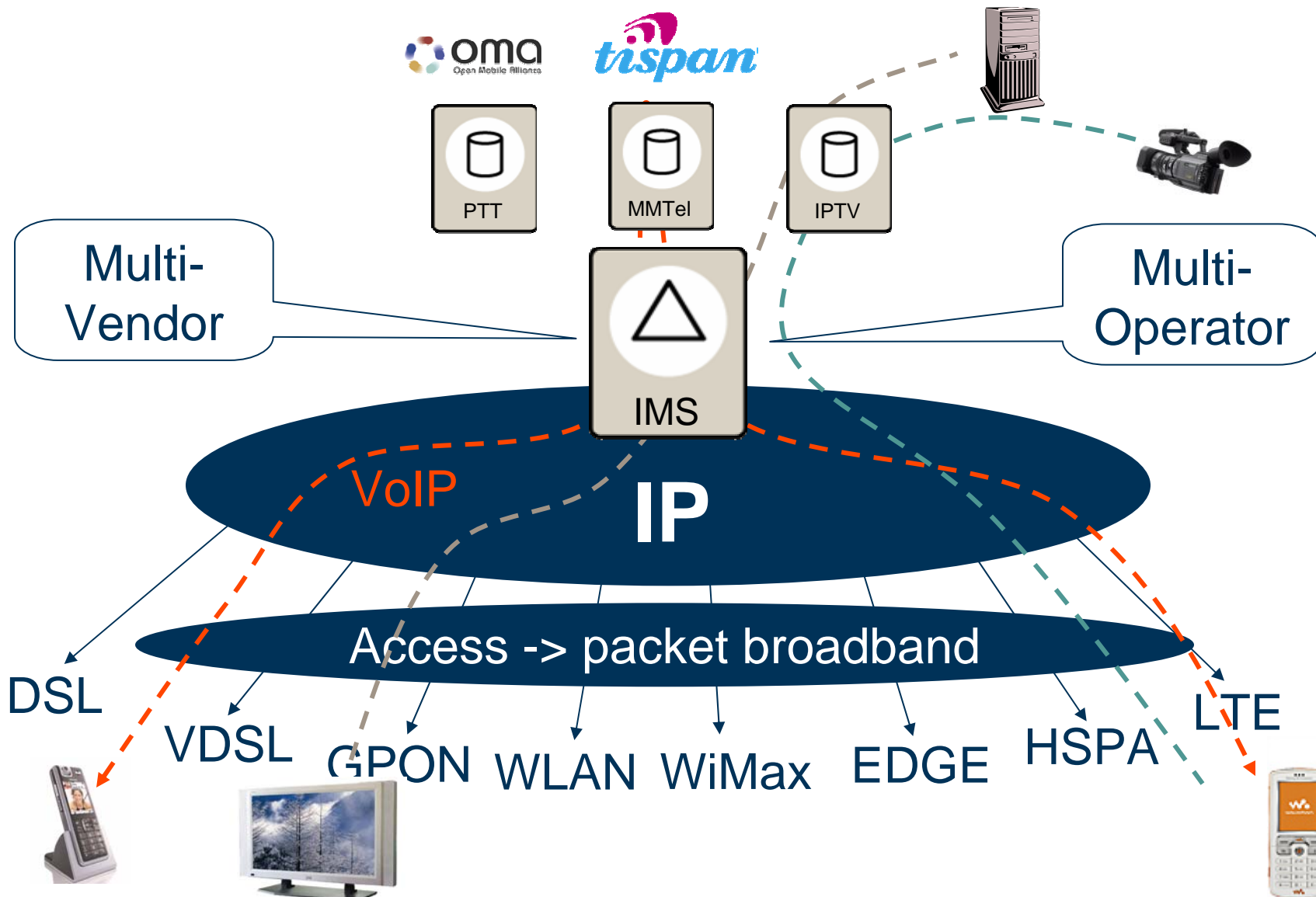
Network Architecture



Deploy Softswitch Solution & Introduce IMS



IMS

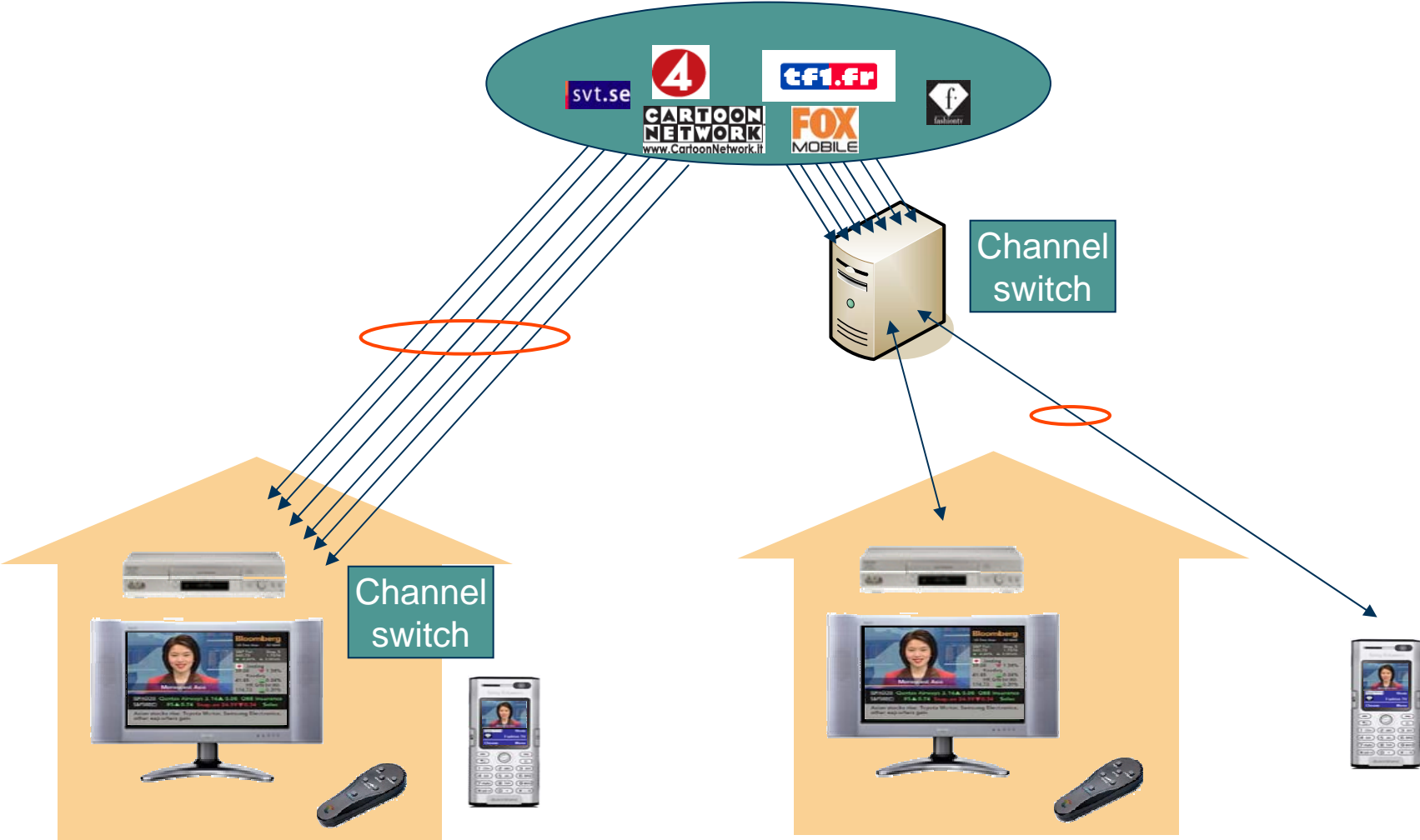


IPTV

Mobile and Fixed

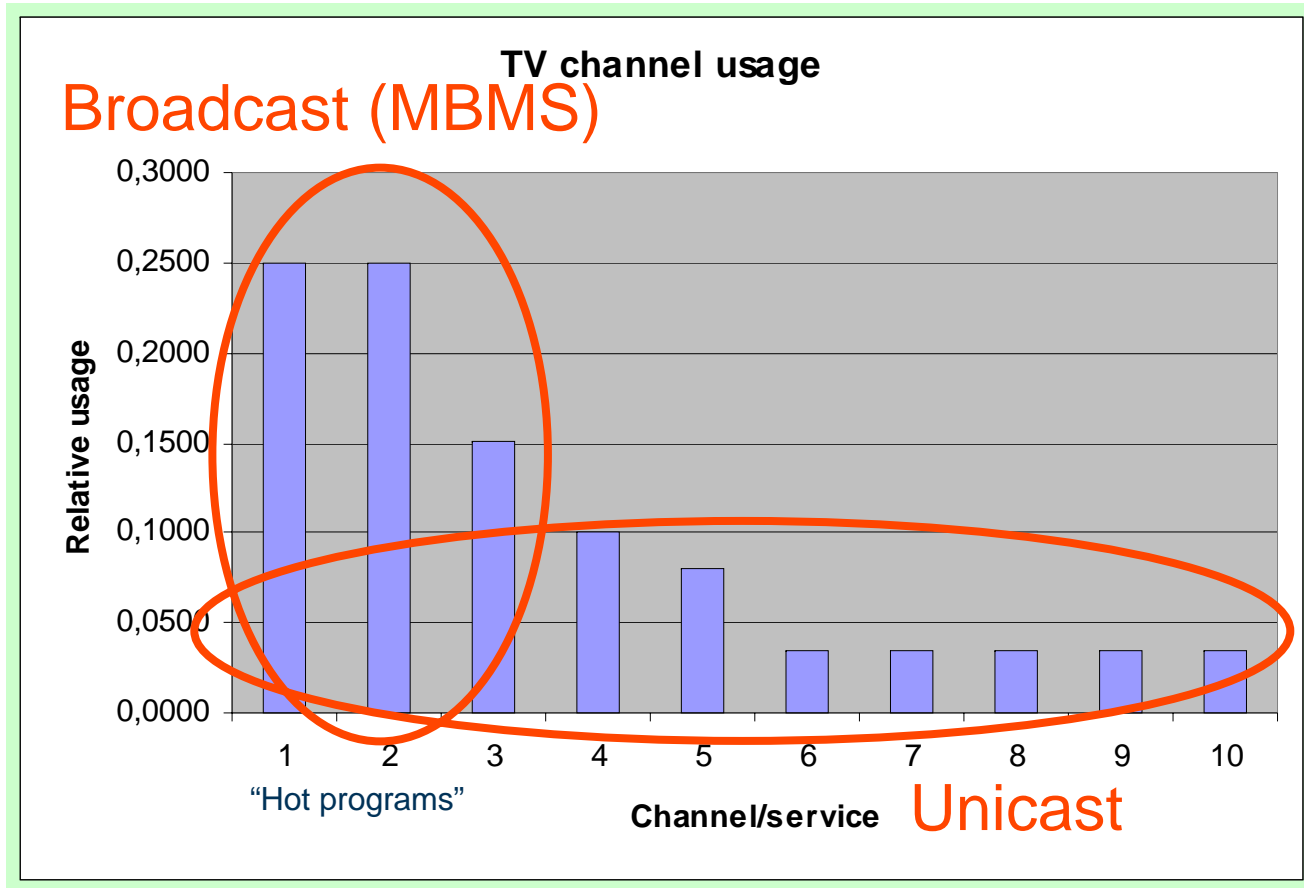


Broadcast TV vs. IP TV



IPTV – Less access bandwidth demand and greater flexibility

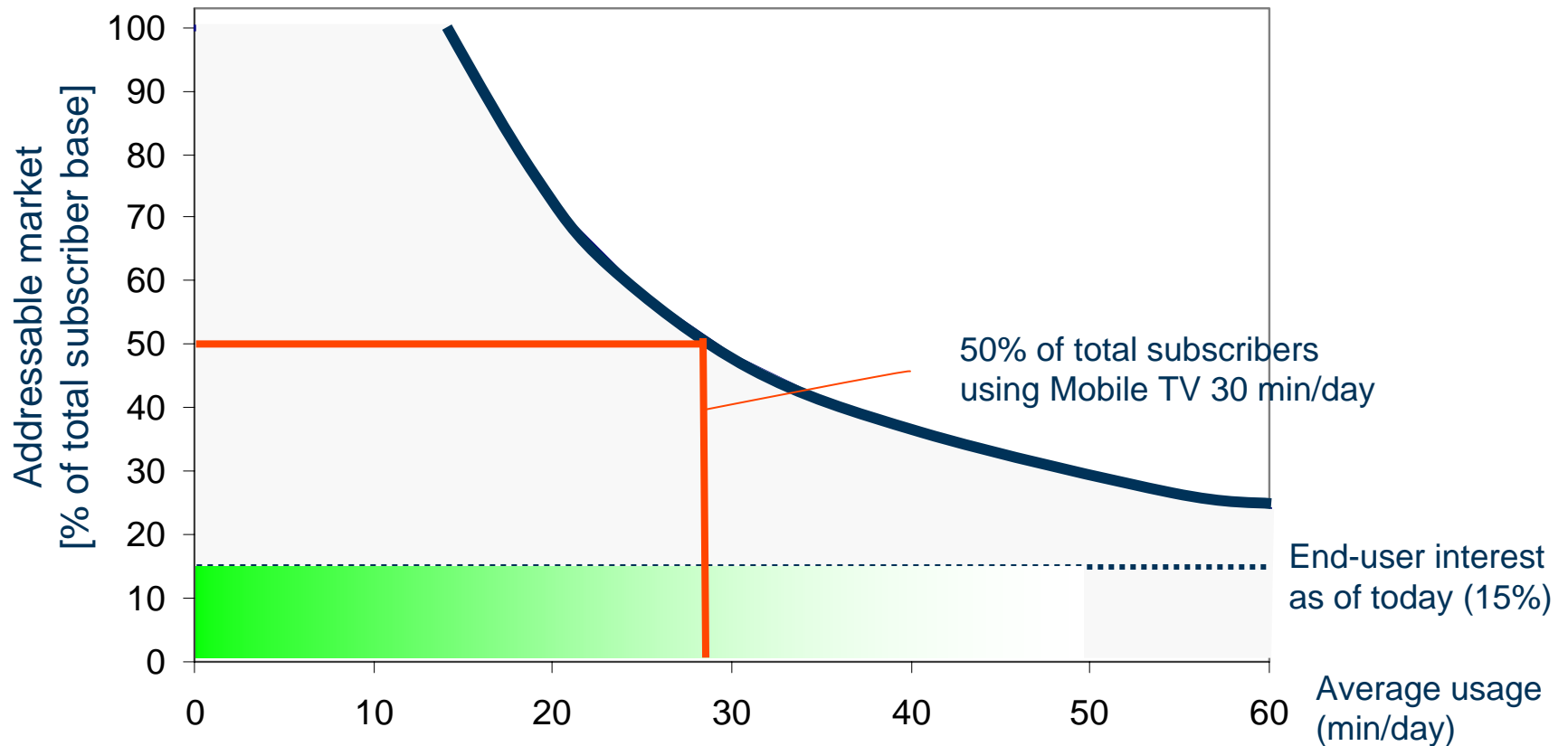
Combined 3G Unicast/Broadcast delivery



Popular channels broadcasted, others delivered “on-demand”

Capacity of 3G unicast Mobile TV

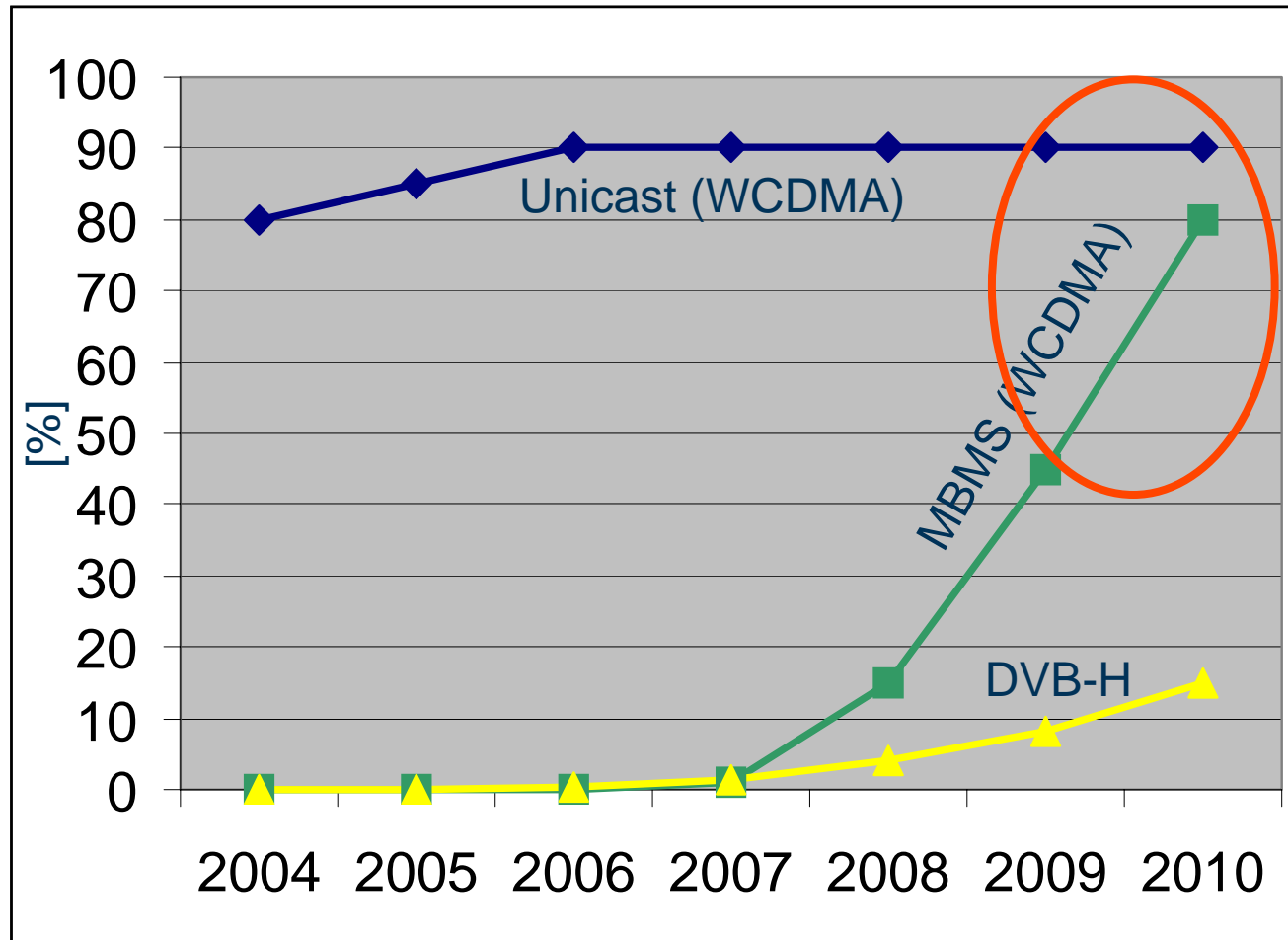
Typical 3G mobile network deployment scenario



HSDPA provides enough Mobile TV capacity for reasonable usage/day

Mobile TV capable 3G handsets

Share of new handset shipments

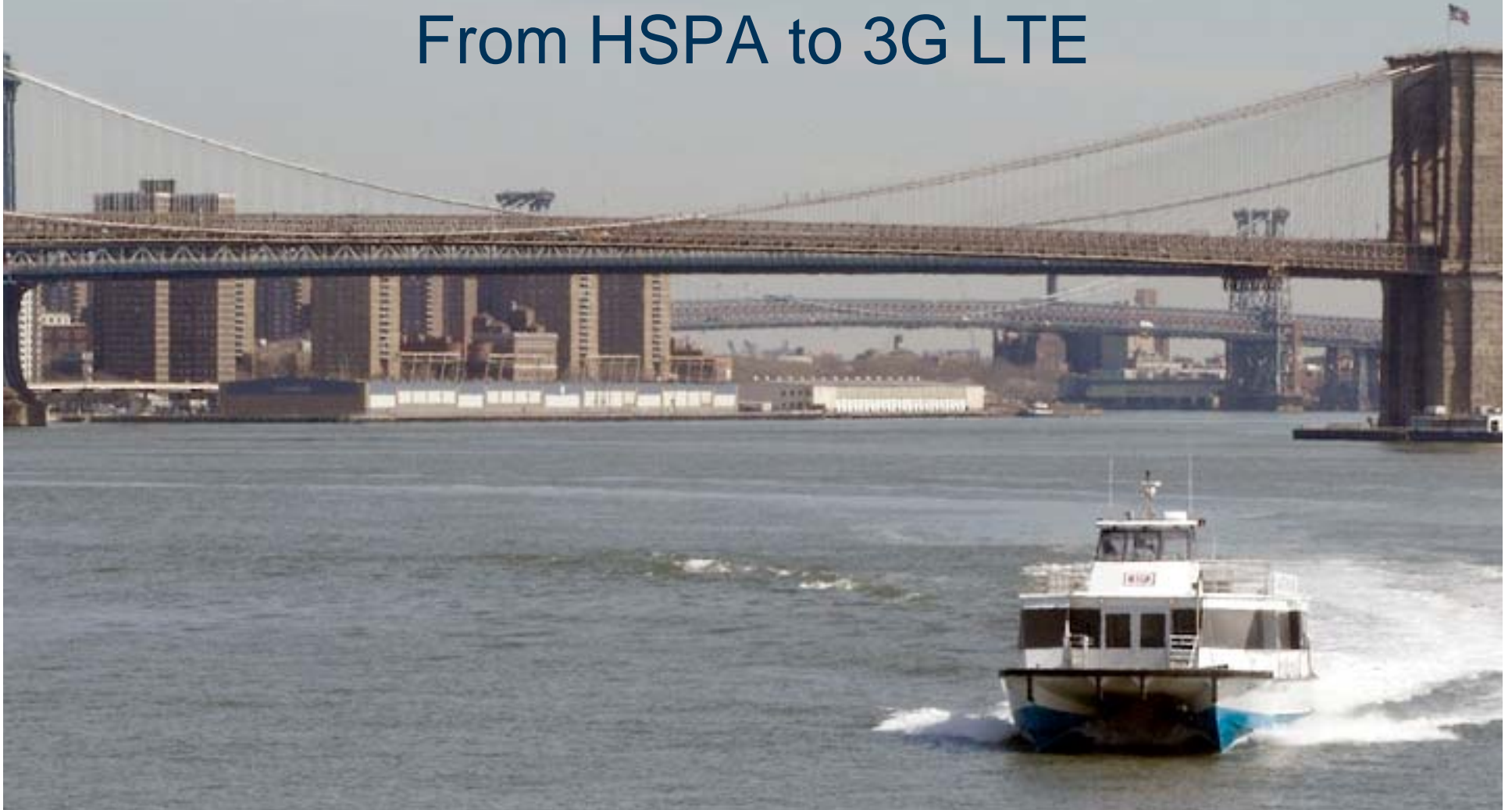


Majority of handsets

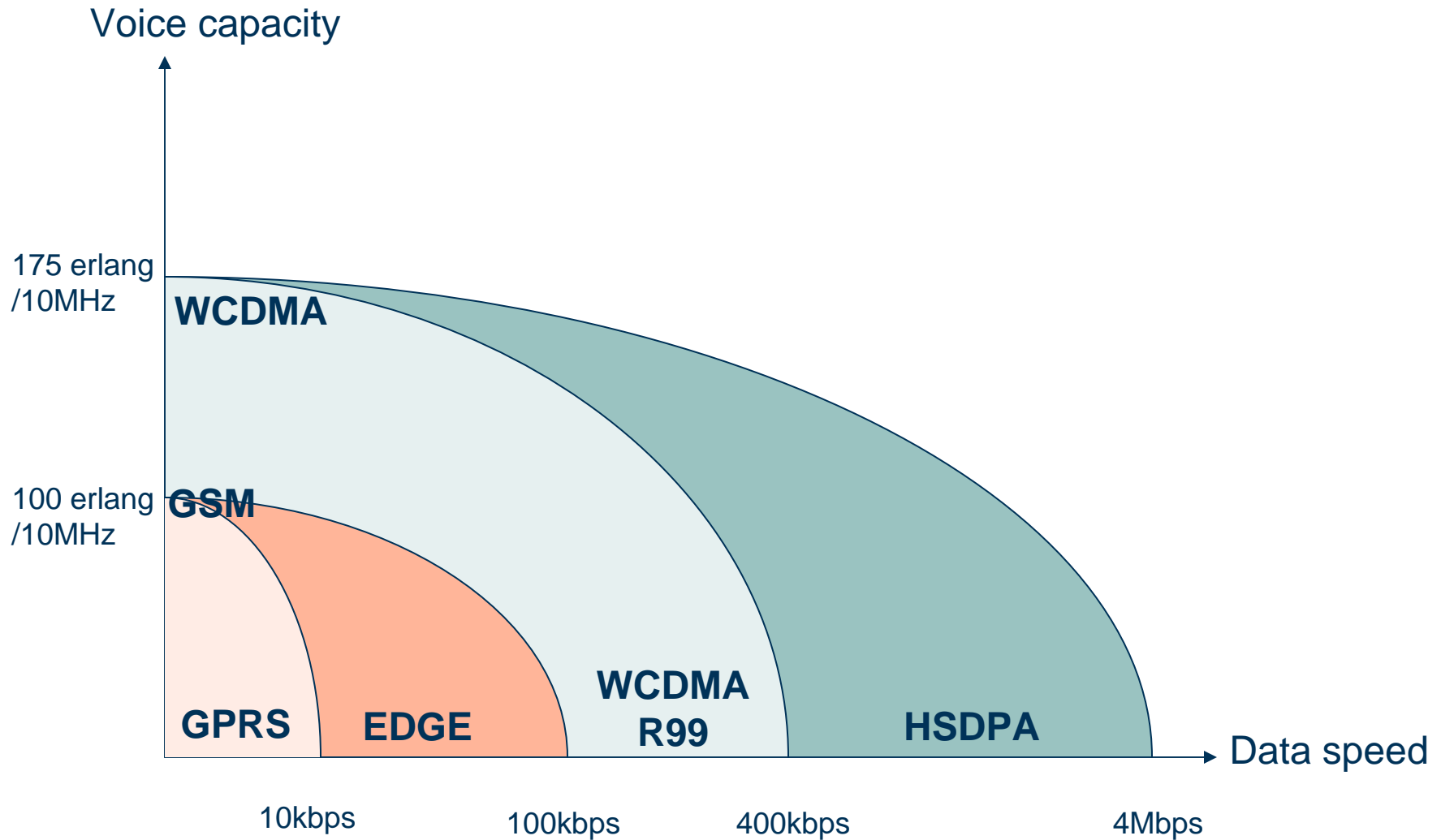
ERICSSON 
TAKING YOU FORWARD

Mobile Broadband

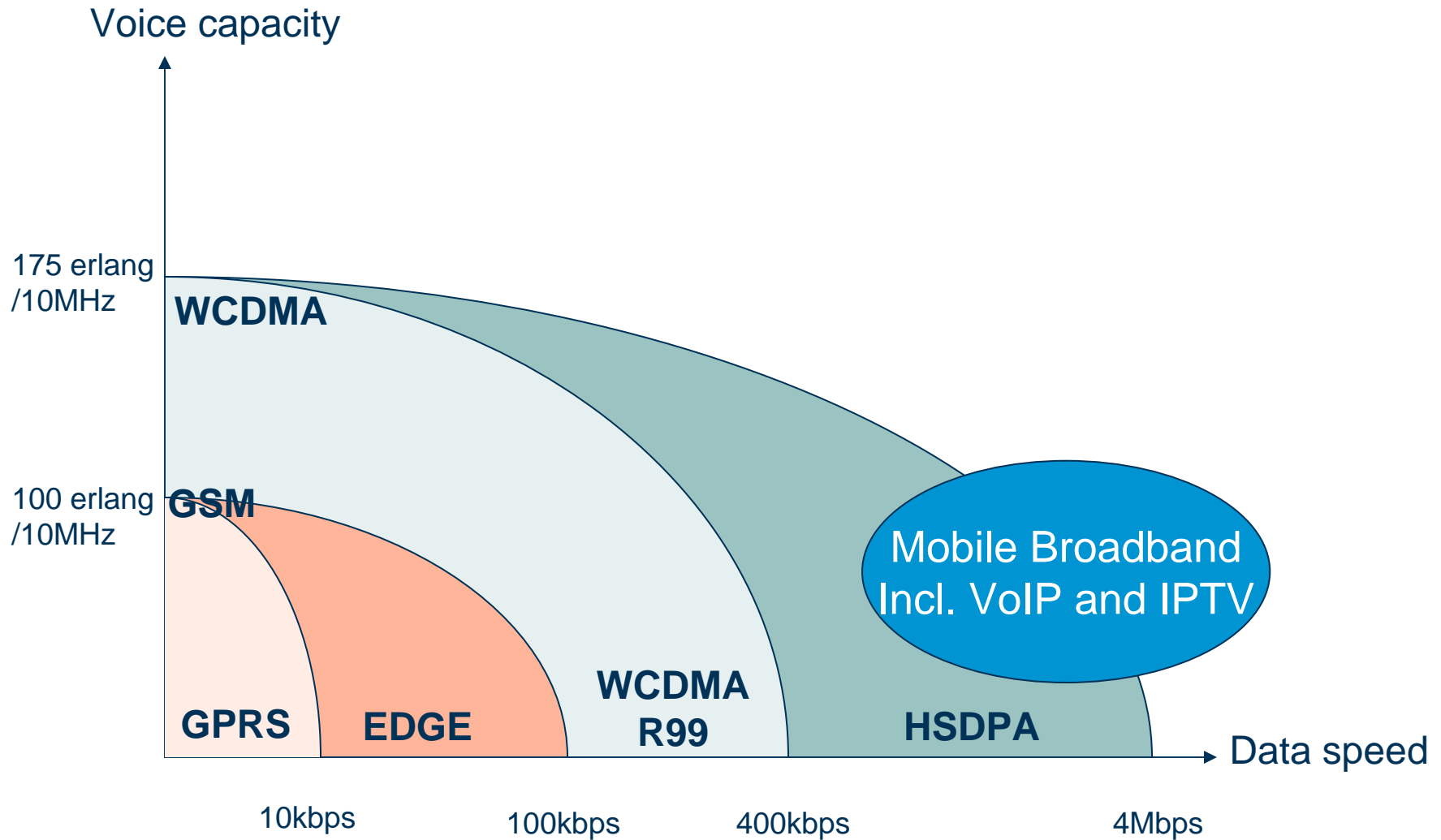
From HSPA to 3G LTE



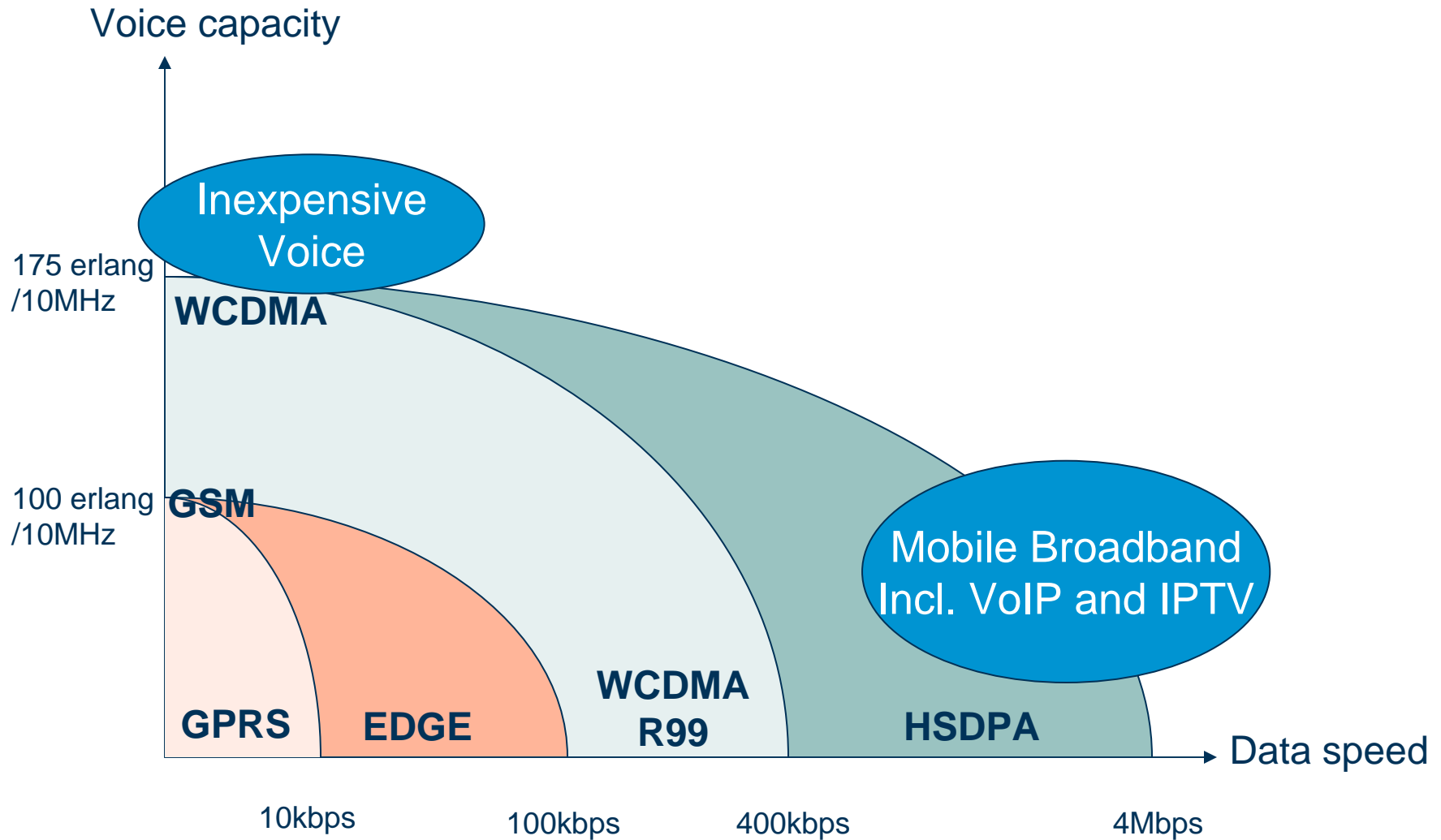
3G for everyone



3G for everyone



3G for everyone



Evolution mobile phone integration

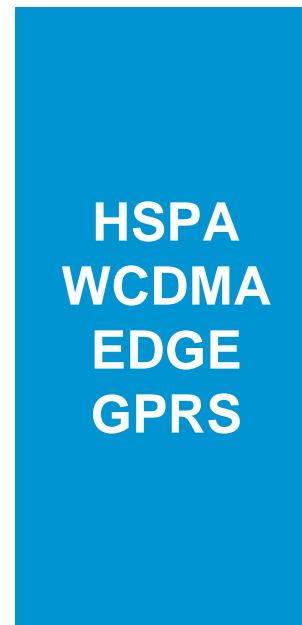
Ericsson Mobile Platforms

2004



150 components
1.0 rel. size

2006

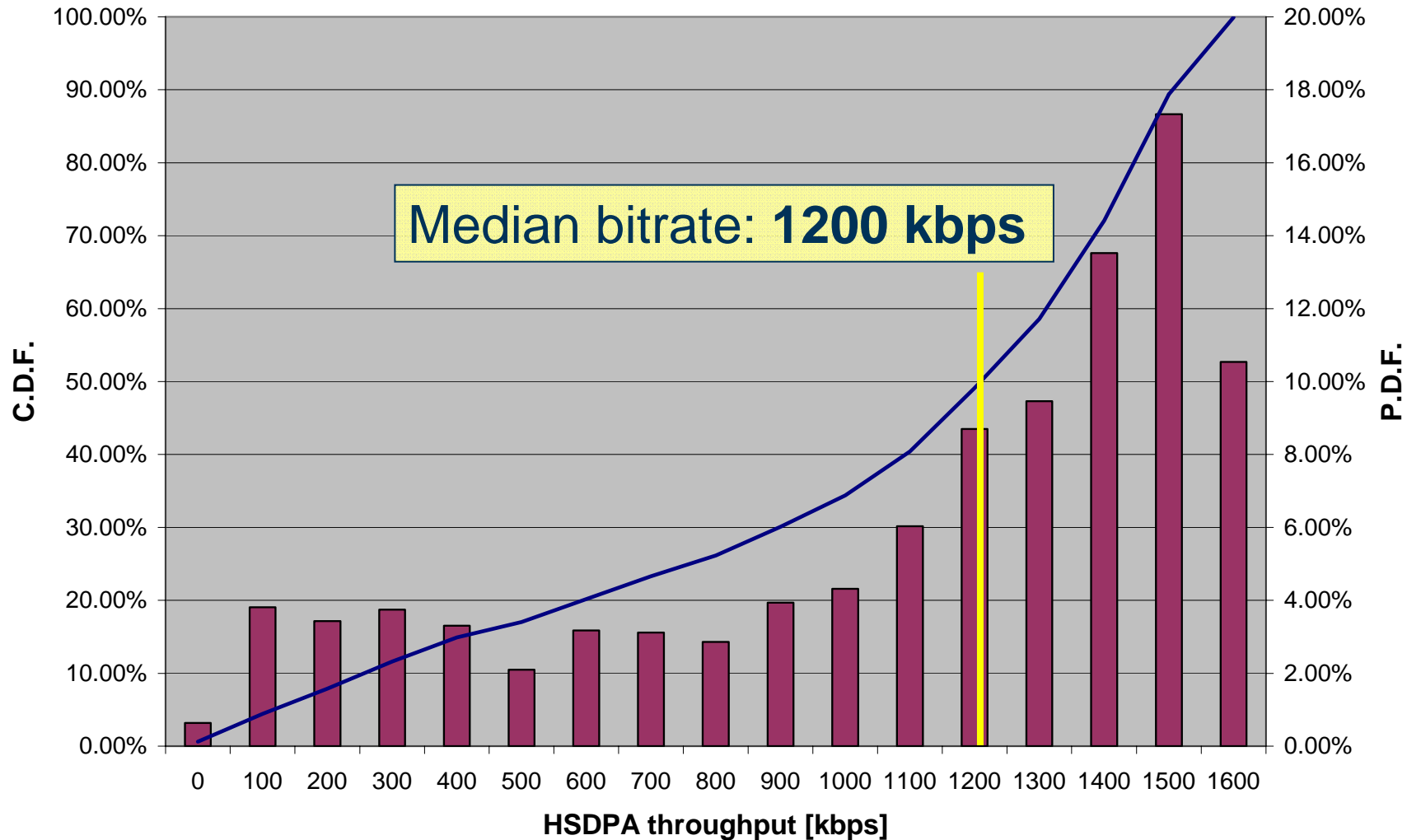


< 150 components
~ 0.8 rel. size

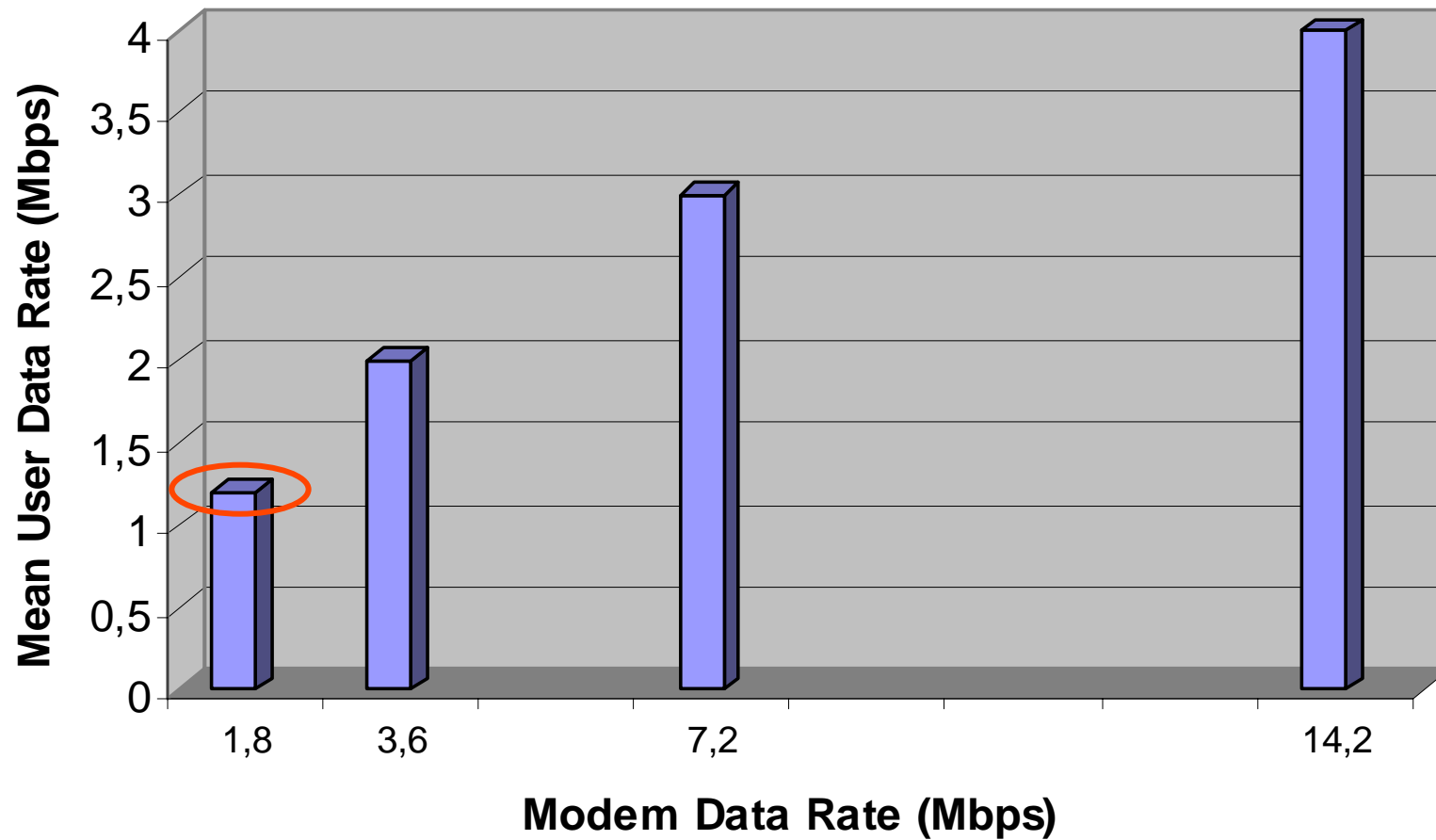
HSPA chip set in 2006 is smaller than GPRS chip in 2004

HSPA bit rate

Live network, March 2006, mobile drive route – 1,8 Mbps



HSPA Bitrate Roadmap



HSPA in the laptop

Strong industry commitment for embedded 3G



3G Operators

Vodafone, Cingular, T-mo

Terminal and chipset vendors

Option, SierraWireless,
Novatel

PC manufacturers

Dell, HP, Fujitsu, Siemens,
Lenovo (IBM), Sony

Commercial

2006

Availability



Wireless Broadband (WiMAX) vs Mobile Broadband (HSPA)

Different starting points - different use

Wireless Broadband - WiMax



- Optimised for fixed or nomadic usage
- DSL complement & expand reach of fixed broadband
- Layer 1 & 2 standard only

Mobile Broadband - HSPA

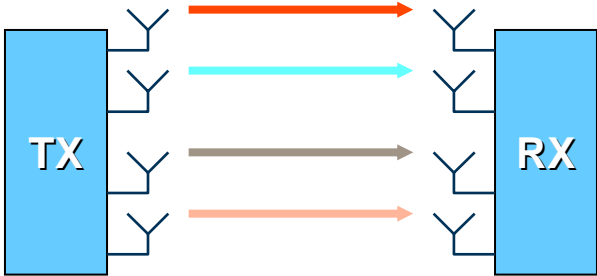
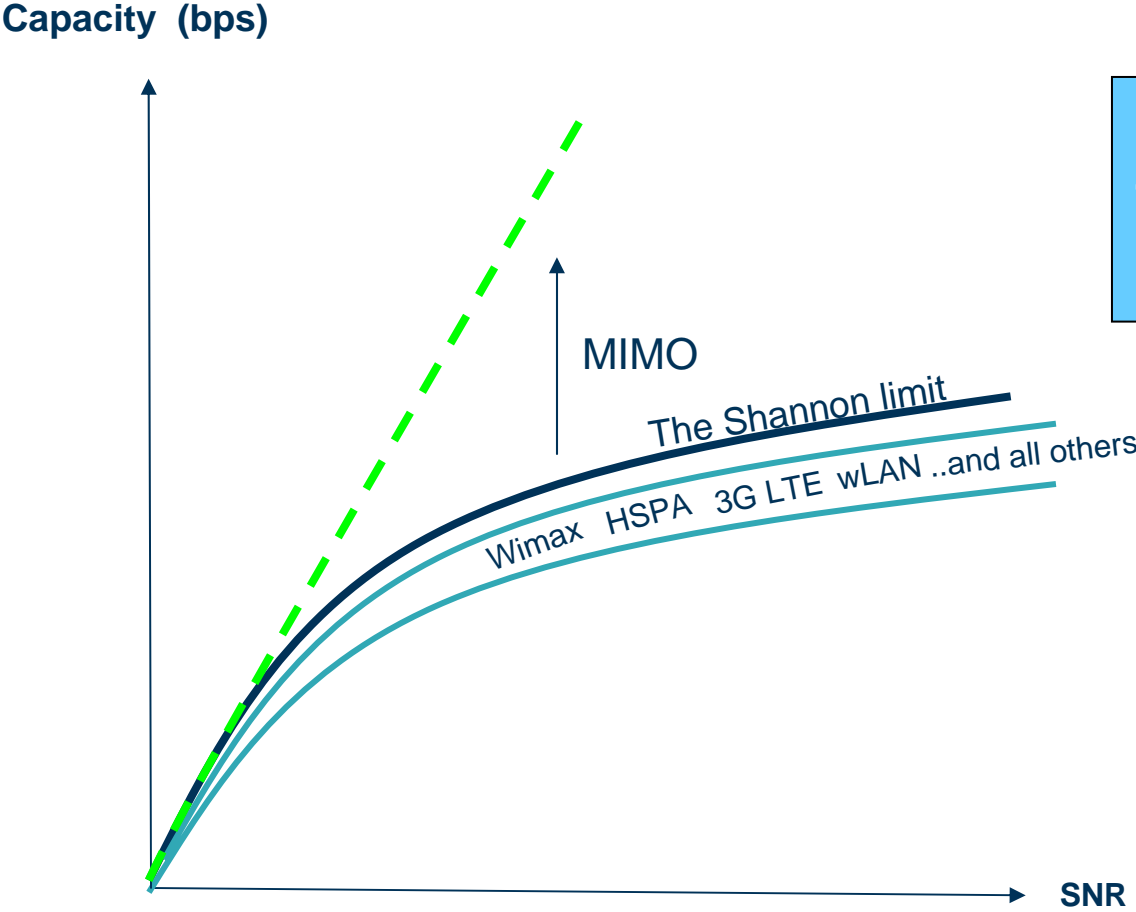


- Optimised for full mobility
- Builds on existing 2G/3G mobile networks
- Nationwide coverage
- DSL complement
- Global roaming
- Full system standard

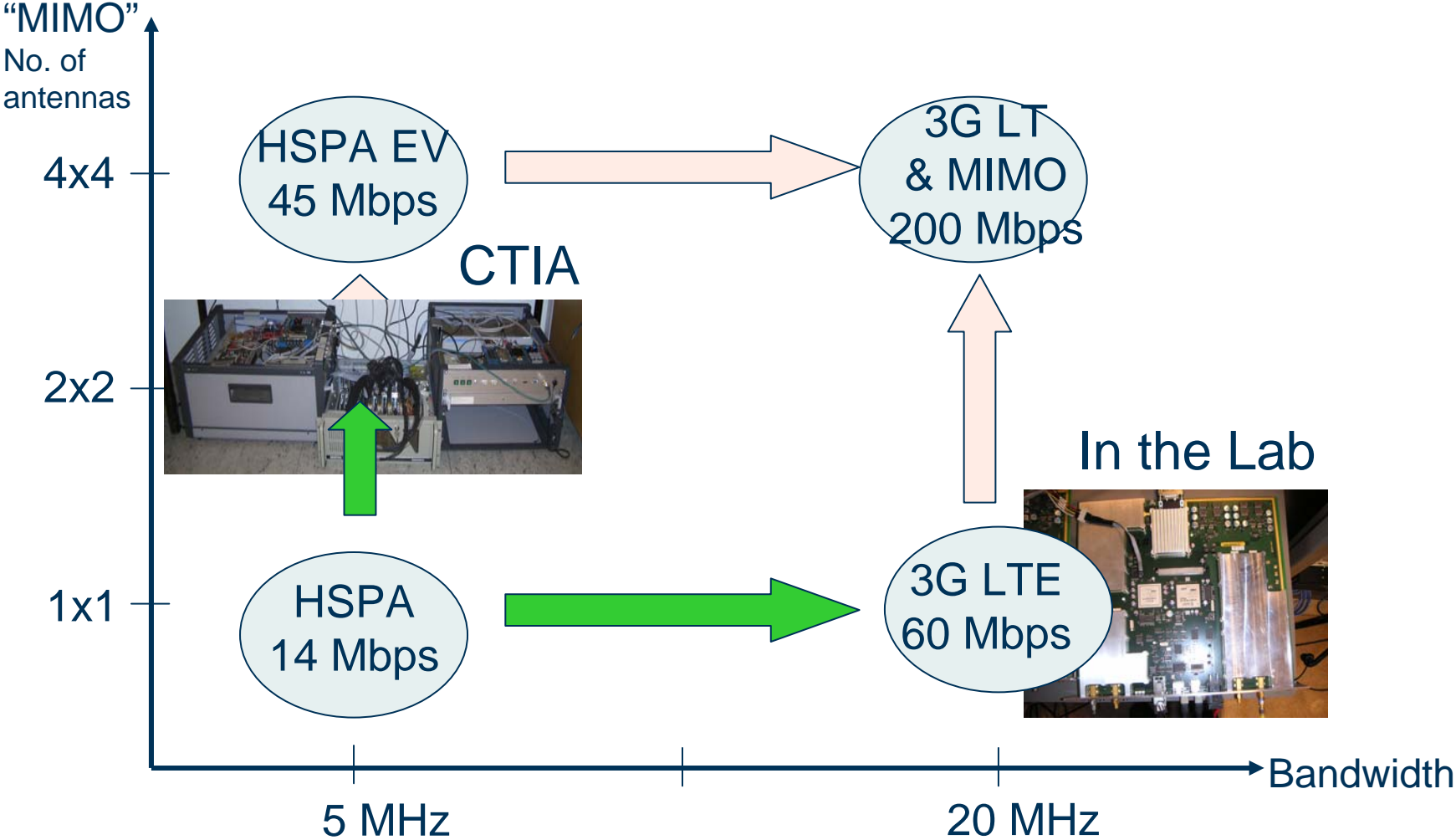
Multiple Antennas

- beat the Shannon channel capacity

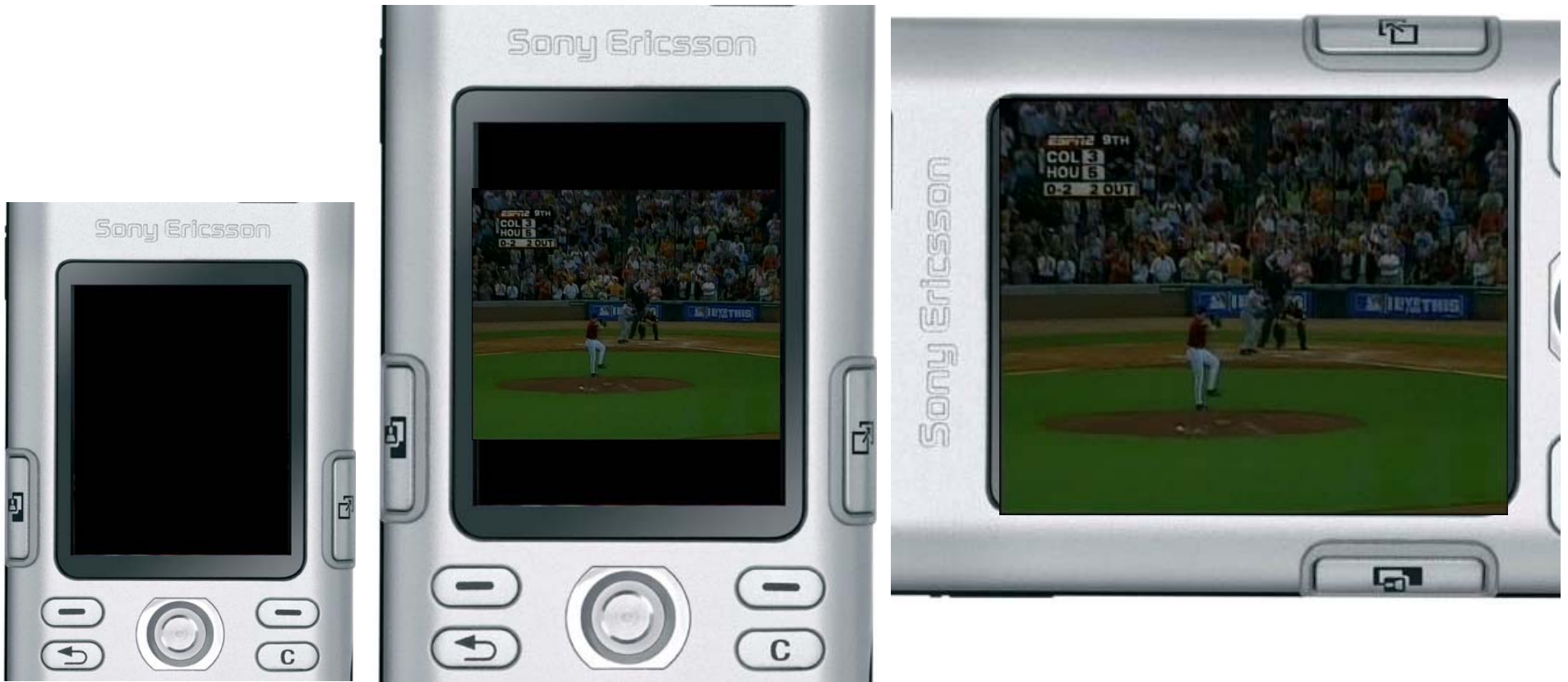
MIMO - Multiple Input Multiple Output Antennas



HSPA Evolved and 3G LTE



Higher Speeds – What's in it for me?



2G
5 min

WCDMA
20 sec

HSPA
2 sec

This speed is here today with HSPA