



TRENDS TO ENABLE APPS

JORGEN ODGAARD

THIS IS ERICSSON

- › Employees: 86,537 (May 3, 2010)
- › Net Sales: USD 27.1 billion in 2009

We provide:

- › Communication networks
- › Services to network operators
- › Enablers to multimedia service providers

- › 40 percent of mobile calls pass through our networks
- › Over 1,000 networks in 175 countries
- › 25,000 patents

Our joint ventures provide:



Sony Ericsson

Phones, accessories, content and applications



Semiconductors and wireless platforms



ENABLING THE ECOSYSTEM

A FEW EXAMPLES OF ERICSSON INITIATIVES IN USE TODAY

Application Developers



Ericsson Labs

ERICSSON LABS ^{Beta}

<http://labs.ericsson.com>

Ericsson IPX

- Payment SMS/MMS/WAP
- Messaging
- Subscriber info Location, Look-up, Identification

<http://www.ericsson.com/solutions/ipx/>

Carrier application stores - eStore

<http://estore.ericsson.com/>

- Sensor Networking Application Platform**
 Access sensor data and descriptions from your phone with a simple API.
- Mobile Network Lookup**
 Lookup customers' network information and provide customized services.
- Group Voice Mixer**
 Develop your own voice chat service with location based voice mixing.



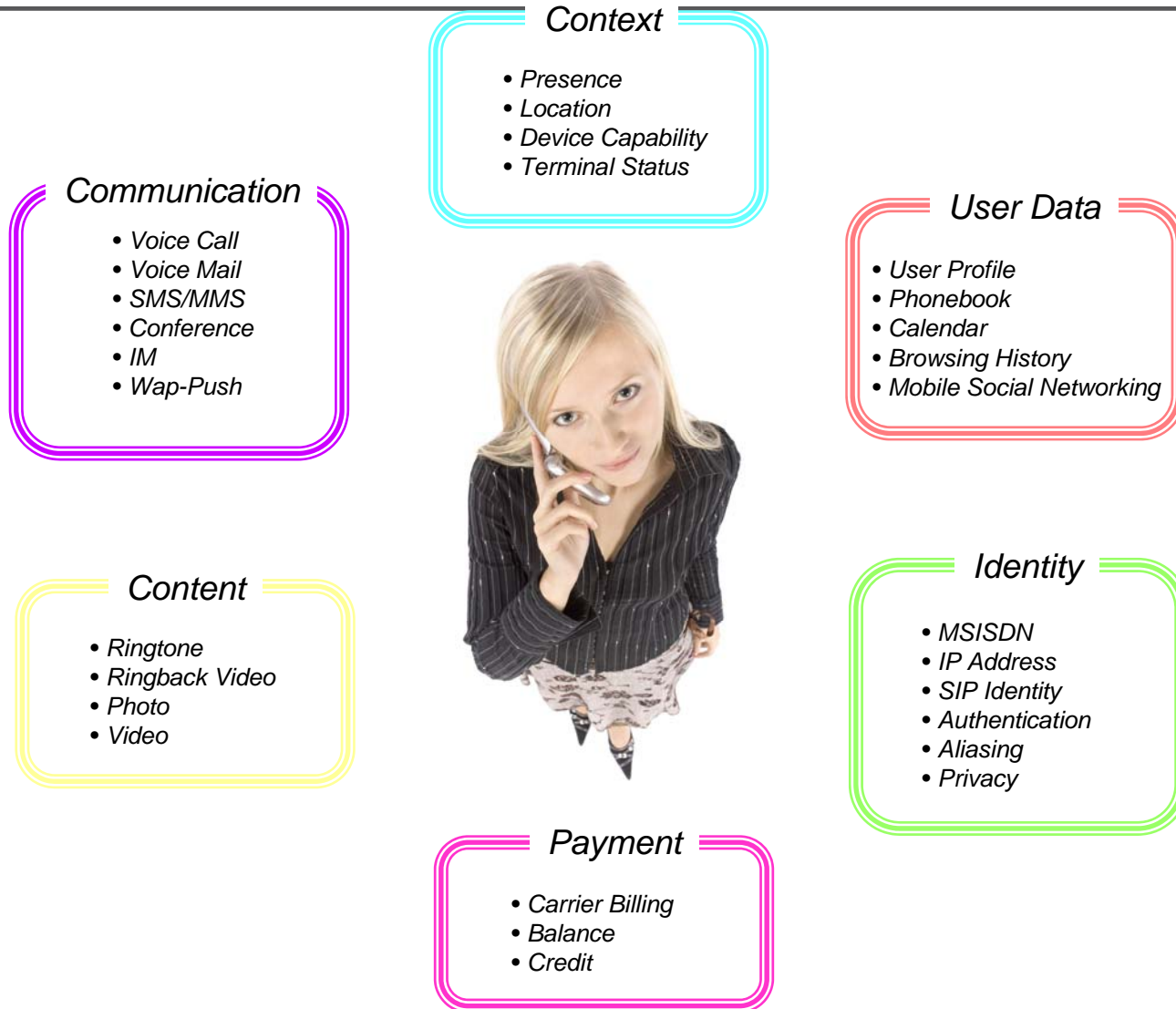
ERICSSON ESTORE DEVELOPER PROGRAM

DISCOVER DEVELOP DISTRIBUTE

Carriers

ERICSSON VIEW

WHAT CAPABILITIES CARRIERS CAN OFFER?



Does not have to be dependant on the go to market channel

WHOLESALE APPLICATIONS COMMUNITY

WAC IS AN OPEN GLOBAL ALLIANCE

WAC Members & Supporters



WAC

WAC ENABLES DEVELOPERS WITH

WAC
SDK

- Allows a **Global Developer Community** to use a common SDK to access over 3 billion users
- Offers **Network & Device APIs** for more compelling apps
- Provides a **Write & Submit Once, Deploy & Sell Everywhere** solution for developers

A

Operator
App Stores

- Delivers a **Revenue Share** model across the entire ecosystem including the operators
- Enables use of operator **Billing & Customer Care** systems (inc in-application billing) to create a better application experience



- Offers the **Widest Range** of innovative and exciting applications to users
- Gives **Choice** of device & **Portability** of applications for those users

WAC



ERICSSON