

EVOLVING IMT TECHNOLOGIES AND NEW DEPLOYMENT TECHNICS TO MEET THE END-USERS EXPECTATIONS



REGIONAL FORUM FOR ARAB REGION:
IMT SYSTEMS - TECHNOLOGY, EVOLUTION AND IMPLEMENTATION,
TUNIS, TUNISIA, 7-9 MAY 2013

PAOLO LAMBERTI – HEAD OF REGIONAL OFFERING
ERICSSON REGION MEDITERRANEAN

A graphic titled "THE NETWORKED SOCIETY" with the Ericsson logo. The background is a night cityscape with a starry sky. It features a quote: "Anything that benefits from being connected will be connected". Below the quote is the text "Mobile Broadband and Cloud on the stage". At the bottom are icons for a smartphone, a radio tower, a USB symbol, and a cloud. The text "THE NETWORK AT THE CENTER" is at the very bottom.

THE NETWORKED SOCIETY

"Anything that benefits from being connected will be connected"

Mobile Broadband and Cloud on the stage

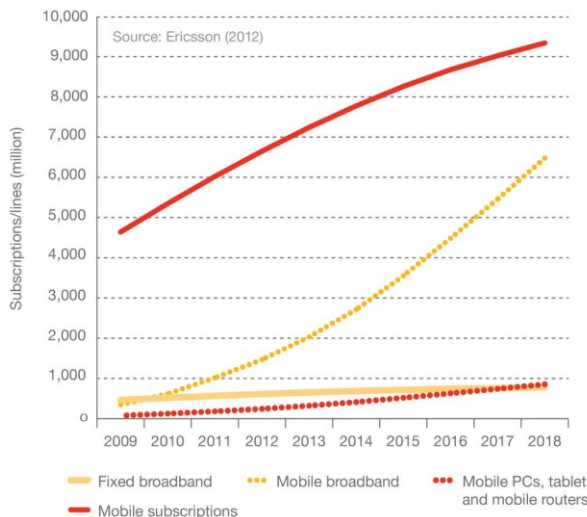
THE NETWORK AT THE CENTER

FIXED AND MOBILE SUBSCRIPTIONS 2009-2018



>9
BILLION
MOBILE
SUBSCRIPTIONS BY
THE END OF 2018

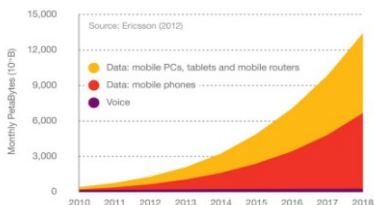
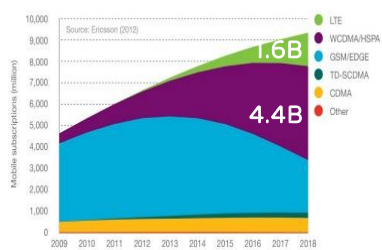
And 6.5 Billion Mobile
Broadband Subscribers
by the end of 2018



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M2M subscriptions not included

6B HSPA/LTE SUBS 2018

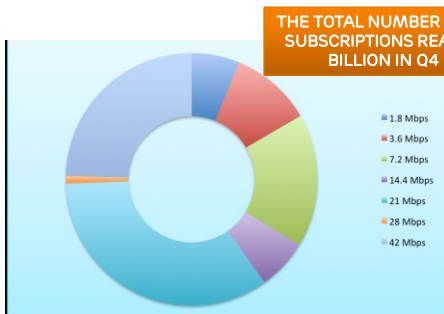


	2012	2018
	3 GB	11 GB
	0.65 GB	2.7 GB
	0.45 GB	1.9 GB

4X
USAGE

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GSA: WCDMA-HSPA/HSPA+, AND 4G/LTE SYSTEMS WORLDWIDE FOR THE SUCCESSFUL DELIVERY OF MOBILE BROADBAND, ENHANCED MULTIMEDIA, AND VOICE SERVICES.



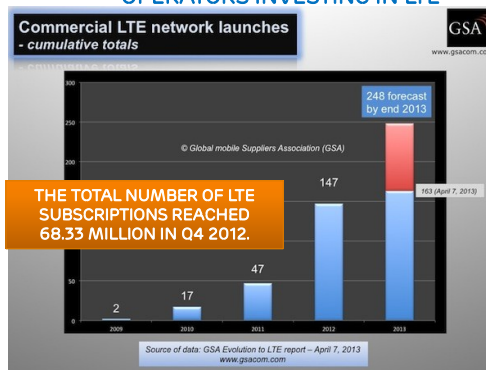
THE TOTAL NUMBER OF WCDMA SUBSCRIPTIONS REACHED 1.14 BILLION IN Q4 2012.

533 HSPA OPERATOR COMMITMENTS IN 199 COUNTRIES/TERRITORIES. 505 COMMERCIAL OPERATORS ARE LAUNCHED IN 196 COUNTRIES (INCLUDING 302 COMMERCIAL HSPA+ NETWORKS IN 134 COUNTRIES)

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LTE REPORT: 163 COMMERCIAL NETWORKS LAUNCHED; 415 OPERATORS INVESTING IN LTE



A NEW ERA OF MOBILE BROADBAND



TIME TO CONTENT CRITICAL FOR USER EXPERIENCE

25%

OF MOBILE USERS
ABANDON WEB PAGE
AFTER 4 SECONDS



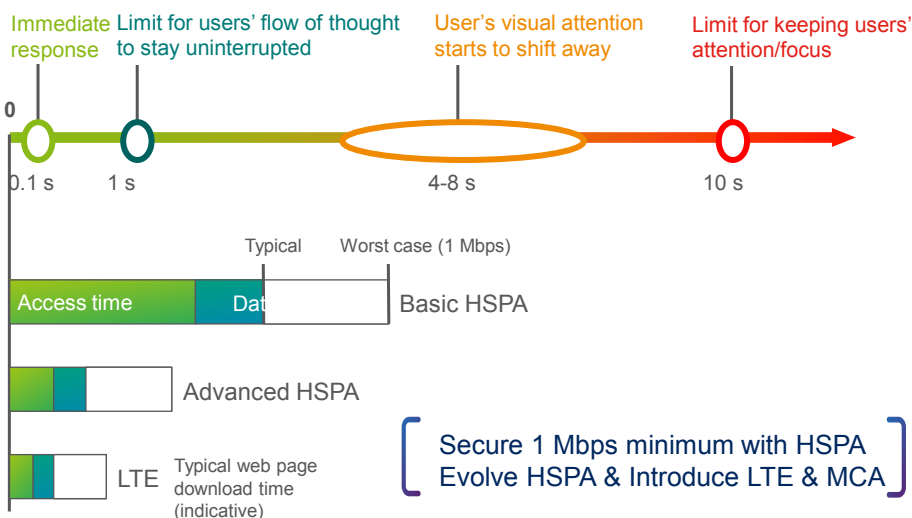
50%

OF MOBILE USERS
ABANDON WEB PAGE
AFTER 10 SECONDS

“Just a second please”

Commercial

IMPROVING USER EXPERIENCE



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NETWORK PERFORMANCE MATTERS

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HOW LIKELY ARE YOU TO STAY...?

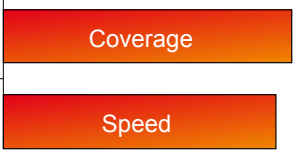
Users with Medium NW satisfaction

50%

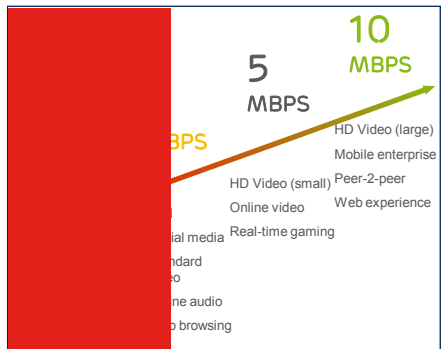
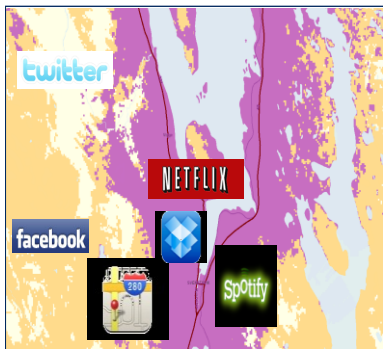
Users with High NW

78%

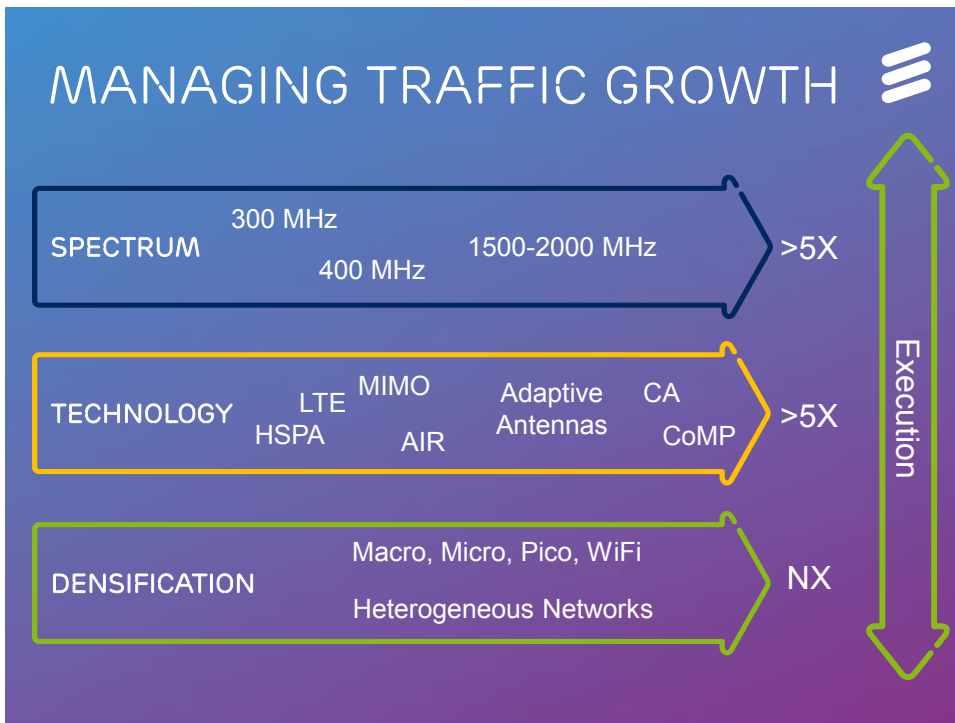
TOP NW SATISFACTION DRIVERS:



RETHINK COVERAGE FROM VOICE TO APPS

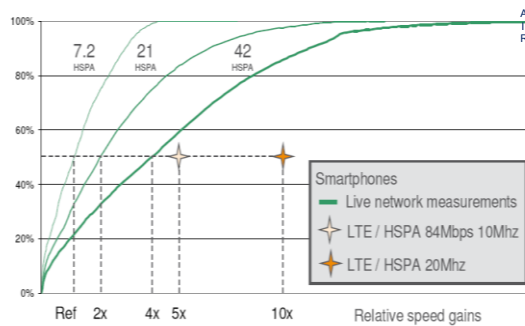


[Introducing APP coverage]



TOWARDS MEGABIT EXPERIENCE

TECHNOLOGY



HSPA AND LTE ARE EVOLVING IN PARALLEL TO BRING A MULTI MEGABIT EXPERIENCE



4-10x more speed
2-3x more capacity

EARTH IMPROVEMENTS (EXAMPLES)

“The goal of the project is to address the global environmental challenge by investigating and proposing effective mechanisms to drastically reduce energy wastage and improve energy efficiency of mobile broadband communication systems, without compromising users perceived “quality” of service and system capacity.”



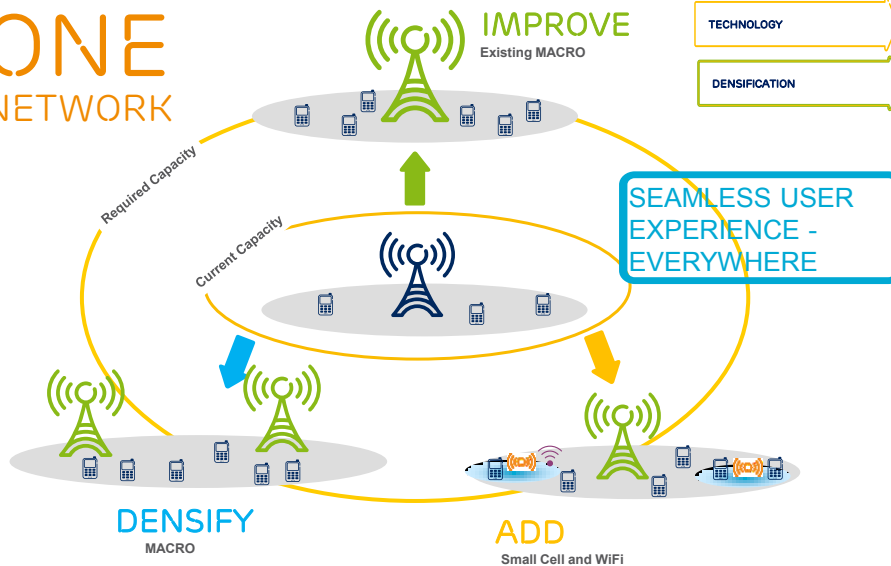
- › Improved EARTH macro-cell hardware (H)
 - Power scalable transceivers
- › Cell micro DTX (D)
 - Turn off base station components (PA) during idle periods
- › Low loss antennas (L)
- › Antenna muting (A)
 - Turn off transmitter chains during low traffic periods, i.e., switch between 2 Tx and 1 Tx
- › Adaptive sectorization (S)
 - Macro-cell management between omni and three-sector configurations

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TECHNOLOGY

ERICSSON HETEROGENEOUS NETWORK INTEGRATED 3GPP & WIFI NETWORKS

ONE
NETWORK



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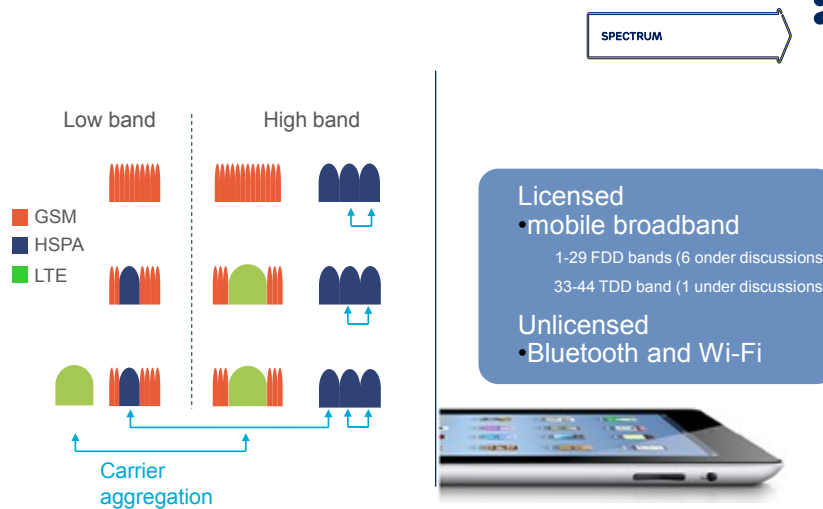
TECHNOLOGY

DENSIFICATION

SMALL CELLS- HETEROGENEOUS NETWORK, FULL PRODUCT PORTFOLIO

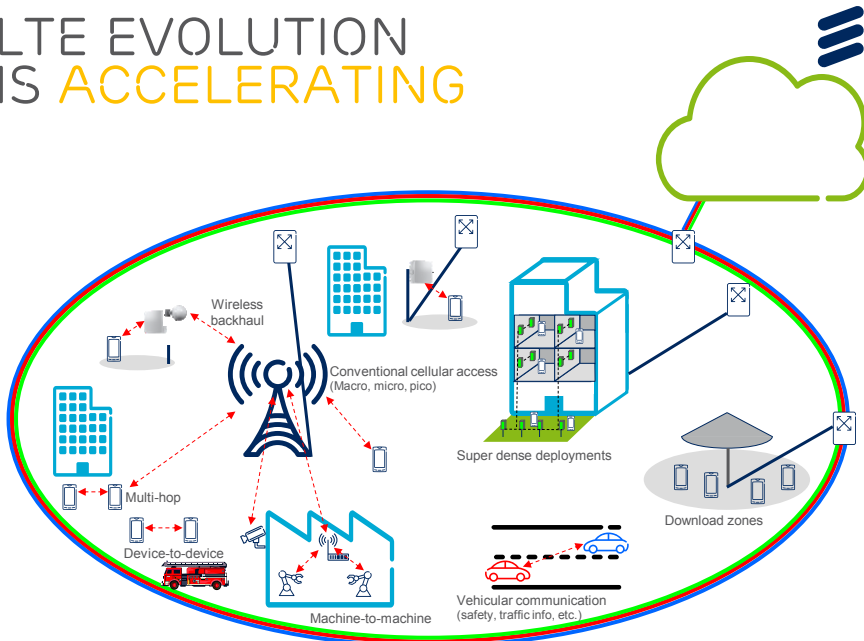


OPTIMIZE SPECTRUM FOR MBB



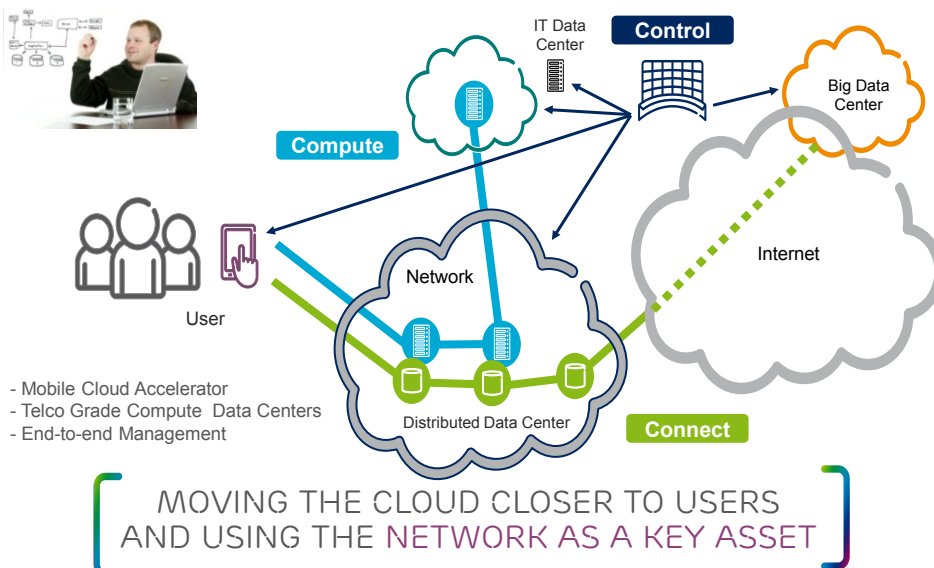
Global harmonization of the bands key to industry scale and roaming

LTE EVOLUTION IS ACCELERATING

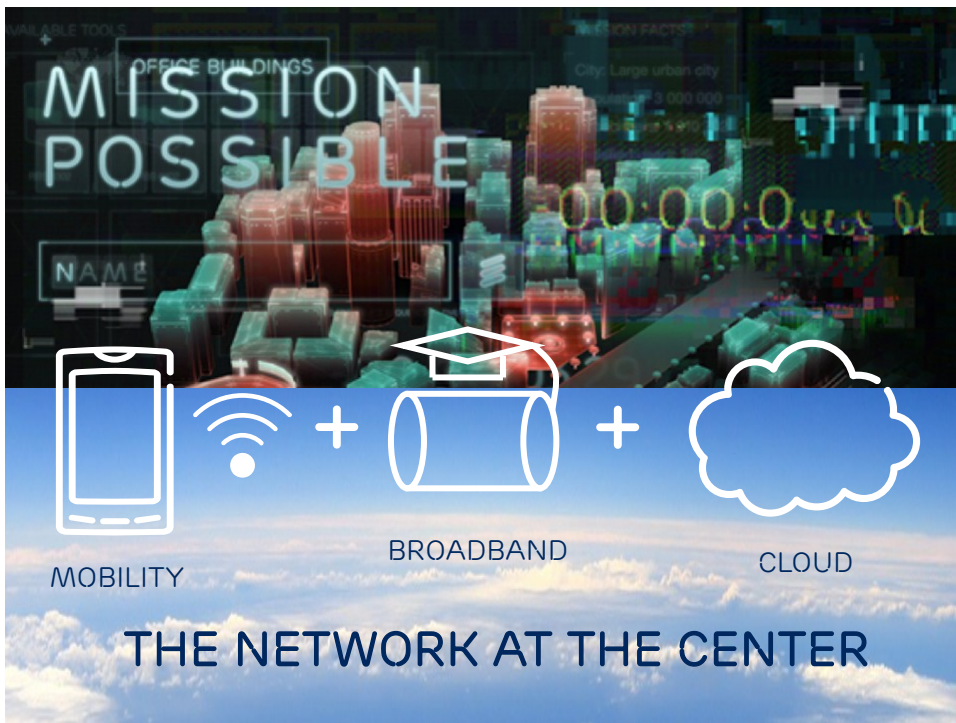


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THE NETWORK ENABLED CLOUD



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