



JOIN THE RACE!

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The Ericsson Racing Team is one of the seven teams to take on the great challenge of The Volvo Ocean Race, the incredibly tough round the world sailing event.

There are many skills needed to win the race, and one of these is the ability to be flexible enough to meet the ever changing conditions. Many companies already rely on Ericsson to be their preferred business partner to meet their evolving needs.

Maximizing flexibility is core to the way in which Ericsson is helping enterprises and telecommunications operators. Ericsson is the global leader in a new way of providing converged networks and services - the IP Multimedia Subsystem (IMS). This provides a raft of exciting new IP-based services for businesses and consumers, as well as reducing costs.

Ericsson has been greatly strengthened in this area by its acquisition of Marconi, whose technology has allowed Ericsson to offer a complete portfolio of services.

A key competence of Marconi is broadband technology, and this is a great showcase for the next generation of telecom networks. Rather than have a separate network for voice calls, Ericsson customers are carrying voice traffic over broadband connections. Consumers gain all the benefits of high quality telephony, as well as much lower costs and the ability to surf the Internet at the same time.

The speed and reliability of broadband also provides great opportunities for using video and broadcast services. IP-TV can not only offer the traditional TV and satellite channels seen today, but specialist and regional programming, as well as on-demand movies and shows. It can also support 'Time Shift TV' where programs can be stopped and started to fit with the needs of the consumer.

This converging of services also encompasses mobile and wireless capabilities, as Ericsson customers will be increasingly able to seamlessly switch between different networks and devices.

The current division between fixed and mobile operators will become increasingly blurred as services converge onto a single platform. This will have great benefits for consumers and businesses as they will get access to a range of new services, which can be more quickly introduced and personalized to meet specific needs. Going to one telecoms company for all your needs will also offer potential benefits in terms of cost and convenience.

One company which is a striking example of this revolution in the telecoms world is British Telecom and its 21st Century Network. This £10bn project, which will not be completed until 2010, will update over 30 million telephone lines. Ericsson is one of just eight global suppliers on the project.

An early example of a converged offering from the project is BT Fusion. This is a combined fixed and mobile telephone service which works just like a mobile phone when users are away from their homes, but switches automatically and seamlessly onto a BT broadband line when users return home.

HOW TO JOIN THE RACE

The over two billion mobile subscribers around the world can literally join the race whatever they are doing and whenever they choose. Simply register at the Ericsson Racing Team website or just text "Join" to +46737494949.



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