



THE RACE IS ON!

The IT and telecommunications markets are changing quickly, and the next 12 months will see a wide variety of new media and value-added services launched.

The Volvo Ocean Race is nearing completion, not to be held again for another two years. The boats have traveled a course of over 31,000 nautical miles through some of the most challenging waters in the world, as well as competing in in-port races.

The competition began back on November 5th, 2005 with an in-port race before the boats started their global marathon on November 12th from Vigo in Spain. The race completes on June 17th in Gothenburg in Sweden. Over the eight months, the teams have had to contend with extreme weather conditions, including gale force winds, hailstorms, 40-50 foot waves, icebergs and temperatures ranging from -5 to +40 degrees Celsius.

The Ericsson Racing Team is one of just seven boats to take part in the event. Ericsson, the premier player in the global telecoms industry, has been the one-stop provider in integrating all communications elements around the boat. Ericsson has also provided all the content and technical expertise to run the mobile portal for the Volvo Ocean Race event, and a fully managed service for mobile carriers providing content and services relating to the race. This is hardly surprising given that Ericsson is already the global leader in providing managed services to mobile and fixed operators.

There are many skills needed to win the race, and one of these is perseverance. Successful teams have needed to adapt to ever changing conditions, and show great diligence and endurance. Equally, telecoms companies realize that they need to find the resolve to meet their own demanding conditions. Throughout the race, the best of Ericsson has been showcased in customers' home markets (as the photo illustrates for New York), showing the ability of Ericsson to be the perfect partner to meet this challenge.

Examples of how Ericsson has used this event to showcase its new technology include a real-

time IP TV solution to broadcast the race, mobile TV on Sony Ericsson handsets, and the state of the art technology used to guide the Ericsson Racing Team through this arduous journey.

Ericsson has also been able to use the race to gain ever deeper insight into how and when over two billion mobile subscribers around the world use their handsets. Since the start of the race, over three million pages have been viewed by users on their mobile handsets. Every year, Ericsson does at least 15,000 face to face interviews with mobile consumers lasting at least one hour each.

Businesses will need to continue to persevere in their markets, even as the race ends. The IT and telecommunications markets are changing quickly, and the next 12 months will see a wide variety of new media and value-added services launched. Convergence is the key theme, bringing both opportunities and threats to traditional business models. Ericsson is the perfect partner to take you forward and reap the benefits in this fast changing market.

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