

Ericsson Teams Up With Samsung

Ericsson Technology Licensing AB, responsible within Ericsson for the development and licensing of the Bluetooth™ wireless technology, has signed a contract with the Korean based company, Samsung Electronics for worldwide distribution of Bluetooth wireless technology.

The joint license agreement expands Ericsson's global position in the next generation Bluetooth wireless market and brings Samsung Electronics technical advantage in the manufacturing of core semiconductor components.

"Samsung is Ericsson's first Asian partner in its Bluetooth wireless technology business, and through extensive marketing efforts, the worldwide demand for Ericsson's expertise in the communications market is expected to grow," said Maria Khorsand, President at Ericsson Technology Licensing AB in Lund, Sweden.

Under the terms of the contract, Samsung will license the Bluetooth wireless technology from Ericsson and integrate it into its semiconductor products. These devices will meet the needs of customers worldwide for next generation wireless products which will be available under the Samsung brand name in products such as mobile phones and PDA's.

"The decision to go with the Bluetooth wireless technology from Ericsson was made after a thorough evaluation of the Bluetooth intellectual property solutions was completed," stated Dr. Hyung Lae Roh, executive vice president and general manager at Samsung Electronics' System LSI Business. "It was chosen because of its quality, completeness and the maturity of the solution. Naturally, we were also impressed by the wide support of Bluetooth functionality and profiles," he continued.

"Samsung is really optimistic. They are eager to utilize Ericsson's Bluetooth wireless technology and to get the products out," added Frank Hennekens, business manager for baseband products at Ericsson Technology Licensing AB. He also stated that the partnership is viewed as strategically important for Ericsson in its global positioning as the leader in Bluetooth wireless technology.

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About Ericsson Technology Licensing AB

No company has been working longer, or harder, with Bluetooth wireless technology than Ericsson. We began our research back in 1994, we helped found the Bluetooth SIG, and we were the first company to put Bluetooth consumer products into mass production. And now Ericsson Technology Licensing AB has been formed with a mission to license Bluetooth intellectual property, and thus help all sorts of companies build Bluetooth connectivity into their products. We are already on our fourth generation of hardware designs; and we are licensing these designs to several of the world's largest semiconductor companies.

www.ericsson.com/bluetooth

About Samsung Electronics

Samsung Electronics Co., Ltd., with 2000 sales revenue of US\$27 billion is a world leader in the electronics industry. The Korea-based company has operations in about 50 countries with 66,000 employees worldwide. The company consists of four main business units: Digital Media, Semiconductor, Information & Communications and Home Appliance Businesses. For more information, please visit our website, <http://samsungelectronics.com>