

Ericsson strengthens its foothold in the Asian market

Ericsson Technology Licensing AB and Arima, the original design manufacturer from Taiwan, have signed a licensing agreement involving Bluetooth™ Intellectual Property (IP). Under the terms, Arima will license Ericsson's Radio and Baseband IP products. Integration into products such as PDA's, handsets and mobile phones is planned to start during next year.

"The agreement falls in line with Ericsson's overall plan to strengthen its foothold in the Asian market," said Maria Khorsand, president of Ericsson Technology Licensing. "Our goal is to integrate our Bluetooth solutions into as many mass market consumer products as possible. The contract with Arima is a testimony proving our commitment to reach the mass market for all mobile handheld devices."

Ericsson's radio transceiver, designed in 0.18-micron CMOS technology, and the Baseband Core Product, named EBCP CherryRed, will be integrated into most of the products manufactured by Arima, including PDA's, handsets and mobile phones.

"The Bluetooth transceiver from Ericsson provides an exceptionally compact radio solution and since EBCP CherryRed is already qualified the time-consuming qualification work is virtually done," said Mr. Stephen Lee, CEO, Arima. "This together will enable us the fastest, most valuable way of getting Bluetooth capability into our products."

Ericsson is shaping the future of Mobile and Broadband Internet communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the world.

Read more at <http://www.ericsson.com/press>

FOR FURTHER INFORMATION, PLEASE CONTACT

Frida Tibblin Citron, Manager Marketing Communication,
Ericsson Technology Licensing AB
Phone: +46 70 65 46 352, E-mail: Frida.TibblinCitron@ebt.ericsson.se

Frank Hennekens, Director Business Line Baseband,
Ericsson Technology Licensing AB
Phone: +46 70 64 59 832, E-mail: Frank.hennekens@ebt.ericsson.se

About Ericsson Technology Licensing

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. Now Ericsson Technology Licensing AB is a company 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.

Read more at www.ericsson.com/bluetooth

The BLUETOOTH trademarks are owned by their proprietor and used by Ericsson under license.