

Ericsson becomes official communications equipment provider to America's Cup 2000

Ericsson and America's Cup 2000 Limited (AC 2000) announce an agreement making Ericsson the official communications equipment provider for the America's Cup 2000 event in Auckland, New Zealand.

Signing on behalf of AC 2000, Sir Peter Blake described the agreement as “a key ingredient to provide enhanced media coverage of the event.” Among other technologies from its portfolio, Ericsson will supply equipment and technology to enable the gathering of positioning data from the race yachts for a considerably enhanced version of the virtual race animation which was an outstanding feature of the 1995 television coverage.

The exact combination of technologies to be used for this event have not been finalized but will most likely include; the TDMA Cellular Digital Packet Data (CDPD) - to retrieve GPS data from the yachts for processing into the animated graphics; TDMA Pro – a group calling service, for secure on-the-water communications; the MD 110 PABX – for the international media center and Ericsson’s new KF788, TDMA Mobile Handsets - for use by key members of the Americas Cup 2000 organizing committee and possibly for crew members when not sailing.

“In recent years animated graphics have played a significant part in extending the reach and appeal of America's Cup events,” Sir Peter said. “With the help of Ericsson Wireless Data solutions, America's Cup 2000 in Auckland will be even more exciting and accessible to viewers, here in New Zealand and around the world.”

Ericsson New Zealand’s Managing Director, Torbjörn Smith continued, “The defence of the America's Cup is a tremendous source of pride for New Zealanders and it represents a fantastic opportunity to showcase some of the products and services that Ericsson is offering to the new telecoms world, including wireless and web based communications.”

Ericsson’s agreement covers the exclusive supply, to America's Cup 2000, of telecommunications equipment including; mobile phones, data communications, PABX Systems, wireless data, and associated products and services. Wireless communication services and mobile phones will be based on the TDMA (IS-136) technology. Ericsson will work in close cooperation with Telecom New Zealand to ensure world-leading communications technology and services for the event.

Ericsson joins Telecom New Zealand, Fuji Xerox New Zealand and Air New Zealand as sponsors of America's Cup 2000.

There are over 90 million subscribers using TDMA/AMPS networks in over 100 countries worldwide. Nearly 18 million of these subscribers are already using TDMA (IS-136) digital services. TDMA already delivers over 85% of the IMT 2000 functionality and is being enhanced to deliver all IMT 2000 capabilities in both the existing frequency bands and in the new (WCDMA) 2MGz band.

Ericsson is the leading provider in the new telecoms world, with communications solutions that combine telecom and datacom technologies with freedom of mobility for the user. With more than 100,000 employees in 140 countries, Ericsson simplifies communications for its customers – network operators, service providers, enterprises and consumers – the world over.

Please visit Ericsson's Press Room at: <http://www.ericsson.se/pressroom>

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