

Ericsson unveils innovative new mobile phone

Today Ericsson displayed the all new T 28 dual band mobile phone. The T 28 is based on new technology and design platforms and is set to mark a watershed in the development of cellular technology. With advanced functionality, including voice control, automatic world clock and new battery technology, the T 28 is one of the most fully featured phones. In combination with its futuristic new design, it marks a new departure for Ericsson.

T 28 is the smallest GSM mobile phone developed by Ericsson to date. It boasts a full graphic display for easy readability and features an active flip, which lets the user start and end a call. The interior of the phone contains new functions, which will simplify efficient communications for the consumers. One of the many new features is Voice Dialling, which lets you contact someone simply by saying their name. Its keypad allows for easy and precise manipulation and a side key gives rapid access to the numerous functions of the phone.

Advanced software has been developed and utilised to ensure the user interface is faster and easier to navigate. Navigation is made simple by the use of icons, intuitive help texts and shortcuts to certain functions. Examples of some new features are the Profiles, which lets you adjust the phone to different situations. For instance you can restrict certain calls or allow certain calls to get through during a meeting or choose different ring signals and volumes, including the Vibrating Alert, for different incoming calls. The phone is developed to handle 37 languages.

Based on a new 3-volt platform the phone's components draw less current and thereby ensure longer talk and standby times, an overall improvement in performance and a smaller phone. Batteries are made from lithium polymer, a technology that Ericsson is first to bring to the market. Talk time is estimated at up to 4.5 hours and there will be a Standby time of up to 200 hours. The technology featured in the T 28 supports the complete range of GSM phase 2 – and where applicable GSM phase 2+ functions, including Extended GSM, e-GSM, the new frequencies specified by the European Radiocommunications Committee (ERC) for GSM use when additional spectrum is needed.

Ericsson has developed an all-new series of accessories to complement the T 28. These accessories can best be described as "intelligent accessories" in that they provide more than the usual functions. For instance, just by placing the phone in the vehicle handsfree, the Profiles feature can automatically activate "vehicle mode", i.e. turning on the light in the display and turning up the ring signal so it can be heard through the traffic noise. A unique feature is that when you put the phone in the desktop charger, the phone will automatically divert incoming calls to another telephone number, for instance your fixed line.

Other T 28 features include:

- Phone Book with over 250 names
- Conference calls
- Call hold/Call wait
- Alternate Line Service
- Automatic world clock (Nitz)
- Two games, Tetris and Solitaire
- Easy access to the 20 latest numbers dialled, calls received and calls missed
- Advice of charging
- Fixed dialling numbers
- Call barring
- Calling Line Identification
- SIM Application Toolkit

The phone's exterior is based on a new arched design, which creates a series of finely balanced contours that lend the phone a clear simplicity. This clarity in form can be said to balance both the minimalist, and yet delicately elegant, sophistication that is traditionally associated with Scandinavian design. Finished in a range of new, distinctive colours, these carefully chosen tones tend to heighten the phone's overall elegance and create an ambience of polished grace and sober sophistication.

The Ericsson T 28 will be available in volume during mid 1999.

Pictures of the new Ericsson T 28 can be downloaded from:
http://www.ericsson.se/pressroom/phli_p.shtml

Additional information about Ericsson's mobile phones is available on the World Wide Web at <http://mobile.ericsson.com>

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>

FOR FURTHER INFORMATION, PLEASE CONTACT

Jan Ahrenbring, Vice President, Marketing and Communication
Ericsson Mobile Communications AB
Phone: + 46 8 764 1460 or + 46 70 590 9900

Bo Albertson, Marketing Director, PR & Information
Ericsson Mobile Communications AB
Phone: + 46 8 764 1388 or + 46 70 510 0992