

## **Ericsson's 'GSM on the Net' to enter trials with UK operator One 2 One**

**One 2 One is the first UK operator to trial Ericsson's *GSM on the Net* solution for providing Internet Protocol (IP)–based wireless multimedia services. The system, which integrates GSM digital mobile technology with IP technology, will bring multimedia communications – with seamless, mobile voice, data and video capabilities – into everyday business use, creating new opportunities for value-added services.**

One 2 One has installed a trial *GSM on the Net* system at its headquarters in Borehamwood and is already successfully making 'voice-over-IP' calls.

The basic concept of *GSM on the Net* is to integrate GSM wireless communications into a LAN/ Intranet environment. The system provides organizations with what is essentially a mini GSM multimedia network, with its own switching and subscriber handling capabilities. This enables seamless one number, one terminal wireless services for business users, with simple and familiar application interfaces, regardless of location.

"GSM on the Net combines the openness and simplicity offered by IP for application and service development, with the local and global mobility offered by GSM," said Bengt-Åke Ljudén, Marketing Manager of GSM on the Net at Ericsson. "GSM on the Net is designed to make the IP-based wireless office an affordable reality."

As well as providing seamless GSM access, *GSM on the Net* opens up enhanced service opportunities such as web-initiated telephony, unified messaging, and localized services to users as they move around their offices. Users will be able to access the system with a range of terminals, from fixed IP telephones, through GSM smart phones, to full multimedia-capable LAN terminals.

"The bringing together of IP technology and GSM provides the essential elements for integrating and converging telecommunications services," said Peter Ramsdale, Chief engineer of One 2 One. "GSM on the Net provides One 2 One with an insight into a trend that will become even more significant with future, 'third generation' mobile networks."

*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.*

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