SBC chooses JAMBALA platform to drive value-added services

Ericsson today announced an agreement to deploy its JAMBALA™ open application platform over SBC Wireless' TDMA (IS-136) wireless network in Chicago and Springfield, Illinois, US. The implementation will increase flexibility and openness within SBC's network infrastructure, allowing delivery of custom value-added services to subscribers.

Also included in the contract is a systems upgrade to enhance SBC's processing capability and capacity.

JAMBALA is both a cost saver and a moneymaker for network operators. It allows them to develop Intelligent Network (IN) features and next-generation IP-based applications quickly and implement them across both new and existing networks -- even if hardware or operating systems are different.

"With the recent mergers and acquisitions in the wireless market, there is more of a need for openness and interoperability among networks," said Skip Speaks, Executive Vice President and General Manager, Network Operators Group, Ericsson Inc. "Ericsson's JAMBALA platform provides that openness over existing legacy equipment while ensuring carrier-class reliability and scalability."

SBC is implementing the JAMBALA Home Location Register (HLR) and Authentication Center (AC) applications.

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

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Company Information
SBC Communications Inc. (www.sbc.com) is a global leader in the telecommunications industry, with more than 37.7 million access lines and 8 million wireless customers across the United States, as well as investments in telecommunications businesses in nine other countries.

Under the **Southwestern Bell, Pacific Bell, SNET, Nevada Bell and Cellular One brands**, SBC, through its subsidiaries, offers a wide range of innovative services. SBC offers local and long-distance telephone service, wireless communications, data communications, paging, Internet access, and messaging, as well as telecommunications equipment, and directory advertising and publishing. SBC has more than 130,000 employees and its annual revenues rank it in the top 50 among Fortune 500 companies.

Additional Information
JAMBALA uses commercially available hardware and software components, such as the Java open software platform and Intel microprocessors. It can be used seamlessly with legacy network equipment from any vendor. That openness is especially attractive in the current environment of mergers, acquisitions and collaborations between network operators.

In recent months, Ericsson has released several JAMBALA applications designed to help operators expand coverage and offer new services. The Wireless Application Protocol (WAP) Gateway serves as a bridge between the wireless network and the Internet, converting and optimizing Internet information to meet the constraints of current wireless data transport rates and platforms.

JAMBALA also utilizes Enterprise JavaBeans™ technology to create a Service Creation Environment (SCE) that allows network operators to develop new applications in-house or with third parties. This eases the process through which new services can be created and deployed.

For further information on JAMBALA, see press release at:
http://www.ericsson.se/pressroom/Archive/1998Q3/19980924-0014.html