

## **Ericsson signs contract for wireless Internet with Turkcell**

**Turkish operator Turkcell has signed an agreement for Ericsson's WISE™ High Speed Internet solution. Turkcell is the first operator to invest in this new wireless Internet offering, which blends carrier-class products from Ericsson's wireless and datacom portfolios. Implementation will take place during the second half of 1999.**

WISE High Speed Internet integrates a number of Ericsson products and features to provide some of the industry's fastest connections from a GSM network to the Internet and to maximize the throughput of datacom services.

"This move will lead to higher levels of service quality to Turkcell's subscribers," says Cuneyt Turkcan, CEO Turkcell. He points out the importance of "being the first GSM operator" to invest in WISE High Speed Internet given the competitive market in Turkey. Mr. Turkcan expressed Turkcell's pleasure in being able to establish cheaper and faster Internet access for their subscribers.

"The High Speed Internet also opens up access for all GSM users to real-time information and entertainment services. For instance, web sites incorporating audio and video streaming are becoming increasingly common. These are typically optimized for faster data rates than the conventional single-slot GSM data call," says Fadi Pharaon, Director Wireless Datacom Marketing & Sales at Ericsson GSM Systems.

WISE is a portfolio of Wireless Internet Solutions from Ericsson, designed to integrate GSM and Internet technologies. It consists a range of products and services that support GSM operators in creating new data-related solutions. By introducing increasingly more datacom functionality in the network, the power of Internet is made available to GSM users and new application possibilities can be created for operators. WISE consists of Ericsson products, partner products, professional services and support.

High Speed Internet is the latest solution within WISE. Additional solutions will be launched during 1999.

*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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## **Technical Information**

WISE High Speed Internet consists of five components, which have been optimized and verified for maximum performance in a GSM network:

### HSCSD (High Speed Circuit Switched Data)

HSCSD is a high-speed, multi-slot datacom platform for GSM networks. This network feature enables data transfer speeds of up to 38.4 kbps. It is achieved by allocating multiple time-slots for a single data call. When combined with compression and filtering products, such as the WebOnAir Filter Proxy from Ericsson, even faster downloading is achieved.

For the user, HSCSD facilitates a number of new applications for wireless communications. It will speed up web browsing and file transfer. HSCSD also makes it easier to view pages with heavy graphic contents. Users can also take advantage of higher speed in accessing in-house LANs and corporate intranets.

Since HSCSD has excellent real-time capabilities, it is especially suitable to carry traffic such as security surveillance via video - in areas where wireline connections do not reach.

### HDLC (High-level Data Link Control) Encapsulation

HDLC Encapsulation on ISDN is a network feature increasing the effective data rate by 25% by removing start and stop bits.

### Integrated Access System

The Integrated Access System (IAS), incorporating Ericsson's AXC Tigris access servers, allows the Mobile Switching Center (MSC) to be connected directly to the Internet and other packet data networks without passing through public PSTN or ISDN networks. Fast call set-up times are possible by using GSM UDI (Unrestricted Digital Information) in conjunction with either V.110 or HDLC encapsulation.

### WebOnAir Filter Proxy

The WebOnAir™ Filter Proxy is a client-gateway solution optimizes Web pages for transfer over mobile networks, by removing unnecessary HTML information, like backgrounds, white space, comments, META tags, etc., compressing HTML text and distilling images, e.g. conversion to grey-scale. For users, it makes wireless downloading of web pages up to four times faster on average.

For more information on WebOnAir, see latest press release at;  
<http://www.ericsson.com/pressroom/19990518-0003.html>

#### Professional Services

The High Speed Internet includes network design assistance, co-ordination of supply, integration services and initial support.