

Ericsson launches stylish mobile phone in Japan

Ericsson starts delivery of Ericsson's PDC mobile phone to NTT DoCoMo for the first nation-wide launch in Japan.

'DoCoMo by Ericsson ER207' is Ericsson's first PDC standard mobile phone NTT DoCoMo introduces on the Japanese market. Aimed towards a mass market it has an innovative, elegant design based on the same platform as the T28 GSM phone.

'DoCoMo by Ericsson ER207' is a stylish mobile phone distinguished by its unique design, ease of use and voice quality. It also includes features such as voice memo, original graphic icons and an easy to use navigation key. It weighs only 93g while securing 120 minutes talk time and 240 hours stand by time.

The use of magnesium in the frame and rear cover emphasises the stylish design and at the same time enhances the strength of the phone.

"This order from NTT DoCoMo, one of the world's largest mobile operators, gives Ericsson a breakthrough in the Japanese market and a possibility to build brand recognition in Japan." says Staffan Söderqvist, President Ericsson Mobile Communications Japan K.K.

PDC is a digital standard for mobile systems in Japan. There are currently more than 44 million PDC users. Almost one million new users are added each month, giving Japan a penetration rate of 35 percent and making PDC the world's second largest digital mobile standard.

Ericsson has been delivering complete PDC mobile phone systems to Japan since 1994. Ericsson's current market share of mobile systems is the highest for any non-Japanese vendors.

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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