

## **Ericsson launches Zopps - a unique online community**

**Ericsson is taking a unique Internet initiative through its launch of Zopps (<http://www.zopps.com>), an international Internet community for the company's employees, their families, retirees, former employees, and consultants. At Zopps, members from around the world can socialize, exchange ideas, learn, and network through this online community.**

The official launch of Zopps is October 1<sup>st</sup> during Fall InternetWorld in New York City, New York. A version of the site is currently being tested with people from more than 40 nations. Ericsson's new online community has over a quarter of a million potential users.

Zopps is an extranet solution, which is based outside of Ericsson's business critical computer systems, that is, outside the firewalls. This enables access to Zopps from any web-based Internet connection including connections via mobile equipment.

"Zopps is a good example of how Ericsson is utilizing new media to educate and communicate with our employees," says Johan Ljungqvist, Director of Internal Communications at LM Ericsson. "These types of applications strengthen Ericsson's position as a world leader in the IT arena."

In addition to communications tools, such as chats, discussion forums, email, and the unique Zopps pager which offers instant messaging, users can read news and access other content from a number of well-known providers. Users can spontaneously create knowledge networks, known as clubs, based on their own special interests. It also offers its members discounts at selected online stores.

"Zopps is a dynamic, interactive environment that stimulates communication, enables collaboration, and encourages creativity for Ericsson-related people worldwide," says William Agostini, Corporate Manager, Intranet Strategies, at LM Ericsson Corporate Communications.

*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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