

## **Ericsson unveils Messaging-over-IP**

**Ericsson is first-to-market with truly carrier-class, mobility-enabled Messaging-over-IP. Ericsson Messaging-over-IP ushers in a new category of IP- and open-architecture based, 3G-ready and mobility-enabled carrier-class messaging which handles messages of any kind in the same way, in one network-level architecture.**

Ericsson's Messaging-over-IP is designed to offer messaging solutions that are fully integrated to support e-mail, voice mail, fax mail, SMS (Short Message Service) and unified messaging in a fixed or mobile environment. The Messaging-over-IP design is based on a multimedia approach from the start, guaranteeing a smooth progression toward soon-to-come third generation (3G) messaging services, such as video messaging.

"Ericsson's new Messaging-over-IP solution is fully integrated and prepared for the latest and the next generation of mobility solutions such as mobile positioning, GSM on the Net, WAP, GPRS, EDGE, and 3G," said Sture Östlund, President of Ericsson Messaging. "Messaging is rapidly becoming location and device independent, and mobility integration is critical for convenience of use and anywhere, anytime availability."

Using an open architecture, Internet standard protocols and industry standard components, Messaging-over-IP allows for seamless, flexible integration and short time-to-market of new applications and end user services.

"Messaging-over-IP will rapidly advance the integration of voice mail, e-mail and fax mail and usher in a new era of advanced personal communication services," said Sture Östlund. "Messaging-over-IP applications are coordinated to ensure ease of use for end-users, and different class-of-service options allow for easy bundling of new offerings targeting different and new market segments."

The use of a common network environment for different types of messages lays down the foundation for unified messaging, where all of a user's messages are held in a common mailbox and can be flexibly sent, retrieved and managed via a range of different terminals. For example, text-to-speech conversion allows e-mails to be converted into spoken messages that can be retrieved via any telephone. Unified messaging will drive the convergence of today's various, separate communications services into one integrated service.

With wireless e-mail, messages are accessible on different devices with web, SMS or e-mail client capability, giving users the ability to send, retrieve and forward e-mails without need of a computer. WAP will provide a visual interface to the mailbox, making it easier and more enjoyable to manage messages while on the move.

With Messaging-over-IP SMS, users can send and receive short text messages from a standard mobile phone, forward them to a mailbox, and use web access to create and send messages.

Network operators installing Messaging-over-IP will be supported by a team of Ericsson experts offering focused messaging advisory services. Ericsson messaging advisory services include end-user segmentation, service portfolio, marketing, pricing and strategic guidance for messaging services.

*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**

James Borup, Ericsson Corporate Communications  
Phone: +46 70 590 9261; E-mail: [james.borup@lme.ericsson.se](mailto:james.borup@lme.ericsson.se)

Gunnar Borg, Director of Marketing, Ericsson Messaging  
Phone: +1 516 677 1155; E-mail: [gunnar.borg@ericsson.com](mailto:gunnar.borg@ericsson.com)