

## **Ericsson delivering first European GSM Pro systems**

**Ericsson announces orders from three European mobile operators for its GSM Pro system. GSM Pro enables mobile phones to operate like two-way radios and adds group communications functions to GSM, giving professional mobile users the ability to hold group calls at the touch of a button.**

Swiss operator Swisscom, Westel 900 of Hungary and Lithuanian operator Bite GSM have ordered GSM Pro network equipment from Ericsson. GSM Pro services will be introduced within months, initially for users of traditional private mobile radio (PMR) systems in industries such as transport, construction, utilities and security; and for other business GSM subscribers.

GSM Pro servers connected to the GSM network enable mobile phones to be used for one-to-many voice and data calls (mobile group calls). GSM Pro dispatch consoles give subscribers control over call handling and administration. Rugged GSM R250s PRO phones provide alert/alarm calling, push-to-talk and loudspeaker features similar to PMR handsets, but at lower cost and in a smaller, lighter package.

Swisscom, the first and largest GSM operator in Switzerland, is to begin immediate deployment of GSM Pro servers in its Natel GSM network. Dispatch consoles and rugged Ericsson R250s PRO phones will be provided under a separate contract.

Westel 900, the Hungarian market-leading mobile operator, has ordered GSM Pro network servers, dispatch consoles and R250s PRO phones; group communications services are scheduled to be introduced in early 2000.

Lithuanian operator Bite GSM, owned by Tele Danmark, is to deploy an Ericsson GSM Pro server in its national GSM 900/1800 network. The contract with Bite GSM also includes call dispatch hardware and software.

“While there is an immediate market for GSM Pro among users of private radio services, there is also a large potential market among groups of professionals who have never used PMR, and for families and groups of friends,” says Johan Bergh, head of Ericsson GSM Pro. “GSM Pro services could be offered as an add-on to GSM subscriptions, and subscribers could even pay for group communication capabilities by the day or week for business projects, family holidays, day-trips and so on. Some military and emergency service communications needs can also be met by GSM Pro.”

These European contracts bring the number of GSM Pro systems sold to operators around the world to four, following the purchase of a GSM Pro system by South African operator MTN. Ericsson is currently the only supplier of GSM Pro network systems and phones.

*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.*

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## **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)

Johan Bergh, General Manager, GSM Pro

Phone: +46 70 585 3022; E-mail: [johan.bergh@era.ericsson.se](mailto:johan.bergh@era.ericsson.se)

### **Note to editors**

With GSM Pro, users benefit from group communications functions traditionally provided by PMR networks, without the cost of building a private network. Because the GSM Pro concept is based on standard GSM technology, users also have access to new developments in GSM, such as packet data, WAP and positioning services.

The GSM Pro mobile phone, the R250s PRO, is a rugged, water- and shock-resistant GSM phone, and also operates as a PMR handset, with “push-to-talk” and loudspeaker capabilities. The dispatch console provides the voice call dispatch functions familiar to PMR users, and also uses GSM's short message service (SMS) to enable broadcast and point-to-point text messaging.