

## **Ericsson announces sleek WAP-enabled CDMA phone**

*- Ericsson now delivers mobile Internet access across all major technology platforms*

**Ericsson today unveiled its first CDMA phone - the A1228c - which delivers superior voice quality and fast and easy access to the mobile Internet, e-mail and a host of information and communication services. The A1228c works with most Ericsson original accessories, including the HPR-08 portable handsfree with FM radio. For Ericsson, long a leader in infrastructure and mobile phones for other global standards, the sleek new phone signals the company's entry into the fast-growing CDMA market.**

"Ericsson is entering the CDMA marketplace with a bang," stated Håkan Wretsell, executive vice president and general manager of Ericsson Mobile Phones, Region Americas. "We will now have innovative, Internet-enabled mobile devices and accessories for every major technology in the world. This gives us a strong position for growing our business throughout the Americas."

### **Internet in your pocket**

The A1228c features a WAP (Wireless Application Protocol) micro browser, enabling users to access the latest mobile Internet services. The browser delivers real-time access to e-mail and specialized mobile Internet content, such as news briefs, stock quotes, airline schedules, sports scores, weather and traffic reports, and national white and yellow pages directories. The A1228c also supports the popular 2-way short messaging services that offer quick and direct text communication among friends, family and co-workers.

### **Sleek design, high performance**

Stylish and lightweight, the A1228c delivers outstanding battery performance – up to 5.6 hours of talk and up to 225 hours of standby with the optional high- capacity battery. The standard battery yields up to 3 hours of talk and up to 120 hours of standby. With Ericsson's exclusive Rapid Charger technology, power can be fully restored in one hour. The A1228c measures 2x5x1" (51x130x25 mm) and weighs 6.1 oz (173.6 g). The phone's full-graphic display is oversized at 101 x 40 pixels.

## **Easy to use**

A large screen and icon-based EZ-Read Menus™ make the advanced features of the A1228c easy to use--including the 200-number phonebook and SuperSpeed™ one-touch dialing. The A1228c also features caller ID and message waiting at a glance, displaying a caller's name when that number is stored in phonebook memory. Other useful features include single key voicemail access, a large incoming/outgoing call log, side volume controls and 26 distinct ring tones. For peace of mind, the phone features security tools such as call restriction, which allows calls only to numbers in the in-built phonebook and a phone lock option.

## **End-to-end CDMA solutions**

CDMA (Code Division Multiple Access), one of the fastest growing wireless technologies in the world with more than 50 million subscribers, is one of the leading mobile communications standards in the U.S. because of its ability to deliver outstanding voice and data quality. Ericsson already offers CDMA infrastructure. The company's CDMA networks offer operators a clear upgrade path to cdma2000, a wireless standard designed to support third generation (3G) services. The introduction of the A1228c enables Ericsson to provide end-to-end CDMA solutions.

## **Facts-at-a-glance**

- CDMA technology for superior voice and data transmission
- WAP browser
- Up to 5.6 hours of talk/ 225 hours of standby (with optional battery)
- EZ-Read Menus™
- 1-hour Rapid Charger
- 2-way SMS messaging
- Large full-graphic display
- Slim, sophisticated design
- 2x5x1" (51x130x25 mm), 6.1 oz. (173.6 g)
- Plug-in handsfree FM radio accessory, among others
- Stores 200 names and numbers
- High-capacity incoming/ outgoing call log
- Side volume keys
- 1-button voicemail
- Integrated pager
- SuperSpeed™ dial
- Supports conference calling, voicemail
- Caller ID at-a-glance
- 26 ring tones

*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>

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More information on Ericsson's CDMA systems can be found at  
[www.ericsson.com/cdmasystems](http://www.ericsson.com/cdmasystems).