

Ericsson wins GSM and GPRS order from Islandssimi

Ericsson has been awarded a contract from Island operator, Islandssimi to deliver a GSM network with GPRS functionality. Islandssimi is forming a new subsidiary, Islandssimi GSM, which will use the new GPRS enabled GSM network to offer services such as GSM voice and voice mail, WAP services, GPRS data access, SMS, and international roaming.

The new GSM/GPRS mobile network will be built on Islandssimi's current backbone network, also supplied by Ericsson. The current network is an integrated multi-service network with advanced high-speed data, telephony over ATM and IP, Internet access and multimedia services. The multi-service network is integrated with Islandssimi's fiber optic network, also delivered by Ericsson.

With its GPRS capabilities, the new mobile network provides Islandssimi with a future-proof migration path to 3G functionality. GPRS is one of the most important building blocks for the new era of the Mobile Internet.

"We are proud of this breakthrough which transforms Islandssimi into a mobile operator," says Eythor Arnalds, General Manager, Islandssimi. "We can guarantee distribution to over ninety percent of Island's inhabitants, and international roaming in over one hundred countries. The new network means that we are strongly positioned for the future communications world."

"This contract is an excellent example of Ericsson's ability to deliver and support total solutions to our customers, from fixed line to mobile and Mobile Internet," says Jarand Hetting, Key Account Manager for Islandssimi in Ericsson Denmark.

The contract further strengthens Ericsson's position as the world's leading supplier of GPRS solutions. Ericsson is the clear GPRS market leader, with 51 commercial agreements and has already delivered 44 end to end fully standard compatible GPRS solutions to leading operators. The Ericsson GPRS solution is future-proofed for third generation (3G) systems and is fully compatible with the GPRS specifications approved at SMG 31 (Special Mobile Group within ETSI standardization organization).

Ericsson recently unveiled the first GPRS phone with Bluetooth™, the tripleband R520. The R520 supports GSM 900/1800/1900 frequencies, allowing communication one phone throughout 120 countries on five continents.

Ericsson is the leading communications supplier, combining innovation in mobility and Internet in creating the new era of Mobile Internet. Ericsson provides total solutions covering everything from systems and applications to mobile phones and other communications tools. With more than 100,000 employees in 140 countries, Ericsson simplifies communications for customers all over the world.

Read more at <http://www.ericsson.com/pressroom>

FOR FURTHER INFORMATION, PLEASE CONTACT

Ericsson Corporate Communications Press Office,
Division Mobile Systems,
Phone: +46 70 699 9412, E-mail: antoINETte.torell@lme.ericsson.se

Ole Selchau, Press Officer, Ericsson Denmark
Phone +45 23 32 12 16, E-mail: ole.selchau@ericsson.dk

About Islandssimi

Islandssimi is a next generation communications service provider. The focus is on solutions and service, making communications more efficient and reliable through automated workflow and web technologies. The Company provides a total communications service package consisting of voice, data, mobile, Internet and value added services.

To learn more about the company, please visit
<http://www.islandssimi.com/um/>

WAP (Wireless Application Protocol)

Is the de facto worldwide standard protocol for access to mobile Internet services from handheld devices. GPRS is suitable for WAP as it is dedicated to and specially designed for high-speed data communications. The move to WAP-over-GPRS is significant, as it will enable convenient, 'always connected, always on-line' access to mobile Internet applications giving completely new services and real-time interaction.

GPRS (General Packet Radio Service)

Introduces packet switching and the Internet Protocol (IP) to mobile networks. Ericsson's GPRS system enables operators to offer mobile Internet and other IP-based applications at speeds up to ten times as fast as current mobile networks which are optimized for voice applications.