

Ericsson enables early commercial launch of GPRS

Ericsson supports early introduction of commercial GPRS services by operators with its end to end GPRS solution including GPRS infrastructure supporting SMG 31 level of standardization (ETSI), ready-to-go mobile Internet applications as well as GPRS phones.

Operators that have chosen Ericsson as their GPRS supplier in the first step to 3G are now getting ready to launch fully standard compatible end-to-end commercial GPRS services. With systems now fully enabled for commercial service, and industry consensus on standards for infrastructure, the race is on for rapid deployment and implementation of mobile Internet services, and the focus is on mobile Internet applications and GPRS phones. Ericsson has a unique supplier position being first with both GPRS infrastructure and commercial GPRS phones and applications through its GPRS partner programs (MAI, Mobile Application Initiative) which now has more than 800 members.

To support the early introduction of commercial GPRS services, Ericsson is ramping up the shipment the first GPRS phone, the R520 to larger volumes supporting operators who already have implemented Ericsson's GPRS solutions. The R520 phone supports GSM 900/1800/1900 frequencies, allowing communication on one phone throughout 120 countries on five continents. The R520 is the first GPRS phone with Bluetooth™ and the first phone in the world (together with T36) supporting WAP 1.2.1, it also supports Chinese characters.

To further support early market introductions, Ericsson delivers the WISE™ Portal to operators that have chosen the Ericsson GPRS solution. This mobile portal is created for mobile network operators. It gives operators the flexibility to tailor a portal according to their own market and end-user preferences. The WISE™ Portal allows for personalization of services and supports early commercial launch of mobile Internet applications. Mobile Internet applications for location based route planning, mobile e-commerce stock trading and ticketing services, interactive communications chat and e-mail, mobile office solutions and games are examples of applications included in Ericsson's WISE™ Portal. The applications are accessible with a WEB and / or WAP browser. WAP over GPRS applications are either accessed directly in the R520 phone or using a PDA with WAP browser (communicating with the R520 over Bluetooth™ or an infrared link).

Ericsson is the clear GPRS market leader, with 51 commercial agreements and has already delivered over 50 standard compatible GPRS solutions to leading operators in Europe, Asia-Pacific and the Americas. 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).

The Ericsson customers SmarTone, Hong-Kong and Telstra, Australia have begun commercial services for a limited number of users earlier this year.

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

Press Office, Division Mobile Systems

Phone: +46 70 551 0369

E-mail: Isabella.Laihorinne-Smedh@lme.ericsson.se

Per Nordlöf, Director, Strategic Business Solutions

Ericsson, Division Mobile Systems

Phone: +46 70 5557735