

Ericsson set to star in the action adventure film *Tomb Raider*

Today, Ericsson announced that a range of its cutting-edge mobile communication technologies will be featured as Lara Croft's survival tools in the hotly anticipated film 'Tomb Raider', set for release in summer 2001. Paramount Pictures brings award winning Angelina Jolie (*Girl Interrupted*, *Gone in Sixty Seconds*) to the big screen as the stunning cyber heroine.

Tomb Raider fans around the world will see a new vision of Lara equipped with the Ericsson Bluetooth Headset which helps her stay in contact with her tech wizard 'Bryce' - played by Australian actor Noah Taylor (*Shine* and *Almost Famous*).

Ericsson - one of the world's leading mobile technology innovators - and Paramount Pictures partnered to bring the Ericsson technology into Lara's world. Ericsson's Cordless Web Screen and the shockproof mobile phone R310 are also used throughout the film's action. Lara uses the durable R310 phone in her outdoor adventures. Off camera, the R310 proved to be a valuable companion for the movie crew too. The tough phone was used throughout filming to take the hard knocks of action and exotic locations.

In the film, the revolutionary wireless technology of the Ericsson Bluetooth Headset allows Lara wirefree and handsfree connection to her mobile phone. This freedom of mobility is understandably essential when taking on foes and raiding tombs. The pioneering Bluetooth Headset was launched to consumers earlier this year and is commercially available in many markets.

The Ericsson Web Screen H610 - expected to be available later this year - is a home device that merges voice communication, Internet access, e-mail, voicemail and address book facilities into one device. In the movie it provides Lara with access to the latest information from the comfort of Croft Manor.

Tomb Raider, a live action feature, is inspired by the most successful interactive video game character in history - Lara Croft. Beautiful and brainy, Lara (Angelina Jolie) is the heroine of Eidos Interactive's highly successful *Tomb Raider* game series. It is one woman's fearless quest crisscrossing the globe, in an amazing attempt to save the world in this summer's action adventure.

Ericsson is leading the way for product placement in films, with its phones and accessories forming an intrinsic part of plot lines. The sponsorship of *Tomb Raider* is an extension of Ericsson's commitment to the film industry, first highlighted with their placement in the James Bond film *Tomorrow Never Dies* in 1997. Throughout the film, Bond used an Ericsson 'concept' smartphone to remotely maneuver his car and to help him escape a spectrum of classic Bond perils.

“The synergy between *Tomb Raider* and Ericsson is very strong and showcases the advanced nature of Ericsson’s products,” says Bo Albertson, Marketing Director Communications, Ericsson Consumer Segment. “It also demonstrates our commitment to be the best developer, designer and marketer of mobile technology.”

Ericsson’s involvement in the film is also a demonstration of the company’s commitment to the mobile gaming sector, along with other information and entertainment in mobile environments.

“This will be a powerful and rewarding partnership for the Ericsson brand and for our retail partners who will have the opportunity to be positioned alongside a film with truly international appeal,” continues Albertson.

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/press>

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About Paramount Pictures

Paramount Pictures is part of the entertainment operations of Viacom Inc., one of the world’s largest entertainment and media companies and a leader in the production, promotion and distribution of entertainment, news, sports and music.

Paramount Pictures and Lawrence Gordon present in association with Mutual Film Company, a Golar/Eidos plc production, *Tomb Raider*, starring Academy Award® winner Angelina Jolie, and directed by Simon West (“The General’s Daughter,” “Con Air”). The Simon West Film is produced by Lawrence Gordon (“Die Hard”, ”Predator,” “48 Hours”), Lloyd Levin (“Boogie Nights”) and Colin Wilson (“Jurassic Park: The Lost World”). Jeremy Heath-Smith is the executive producer, and Bobby Klein is the co-producer. The screenplay is by Patrick Massett and John Zinman and Simon West based on the Eidos Interactive game series developed by Core Design. The film also stars Jon Voight, Noah Taylor, Daniel Craig, Iain Glen, Leslie Phillips and Christopher Barrie. This film is not yet rated. *Tomb Raider* and *Lara Croft* are trademarks of Core Design Ltd. All rights reserved. Please visit the “Tomb Raider” website at <http://www.tombraidermovie.com>