

## **Ericsson and NOB in joint development of 3G applications**

**Ericsson and Nederlands Omroepproductie Bedrijf NV (NOB) has signed a collaboration contract focused on the joint development of platforms for 3G content applications for UMTS (Universal Mobile Telecommunications System). The alliance between a leading communications supplier as Ericsson and a broadcasting services corporation like NOB, with regards to multimedia application development for 3G, is unique in Europe.**

Ericsson and NOB are convinced that multimedia applications will be the most important drivers of the 3<sup>rd</sup> generation communication.

“To provide consumers with high-quality mobile applications, it is of vital importance that the various parties join forces,” says Jef Keustermans, President of Ericsson in the Netherlands. “With this alliance two prominent parties will initiate a rapid development of 3G communication. The combination of both companies is a guarantee for a broader knowledge and expertise of mobility and multimedia.”

Ericsson and NOB will provide all interested parties with user-friendly platforms and services enabling wideband Internet applications via mobile telephones and other portable devices. An example of a commercial 3G application the alliance could offer is ‘*video on demand*’ via a mobile device. The end-user then has the possibility to view for example sports news or video clips on their mobile device. At the end of August the alliance will present itself towards the Dutch market.

“Consumers want to determine themselves via which channel and at what moment to consult the content. The UMTS technology makes this possible,” says Ad Huijsmans, President-Director NOB. “For instance, you can not only view the text message of sports news like a goal for the Netherlands, but you can also replay the goal as displayed on your mobile device. The best of both worlds are united in this alliance; the multimedia know-how and market leadership in the NOB media world with their leading position in mobility combined with Ericsson's leading position as communications supplier.”

Ericsson is today leading the 3G development and has set up WCDMA experimental systems in the UK, Japan, Germany, Italy, Sweden and China. These full-fledged 3G systems are used to experiment with delivery of new services, leveraging Ericsson's more than 10 years of research in 3G technologies. Ericsson is also leading with experimental systems for multiple technologies, like the first systems focusing on EDGE.

Ericsson is ideally positioned to support any operator anywhere to migrate to 3G systems - regardless of technology heritage or technology choice. Ericsson will be offering 3G systems based on WCDMA, cdma2000, and EDGE - being the only supplier with a complete portfolio for second and third generation systems. Ericsson has been awarded six WCDMA agreements in Japan, UK and Finland.

*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**

Isabella Laihorinne Smedh, Ericsson Corporate Communications  
Phone: +46 8 4045654, +46 70 551 0369  
E-mail: [isabella.laihorinne-smedh@lme.ericsson.se](mailto:isabella.laihorinne-smedh@lme.ericsson.se)

Irene Dijkstra, Ericsson Telecommunicatie BV  
Phone: +31 161 242306

Patricia Gaarenstroom, NOB New Media  
Phone: +31 35 6774210

For the webcast file of the press conference please refer to:  
<http://www.nobinteractive.nl> and <http://www.ericsson.nl>