

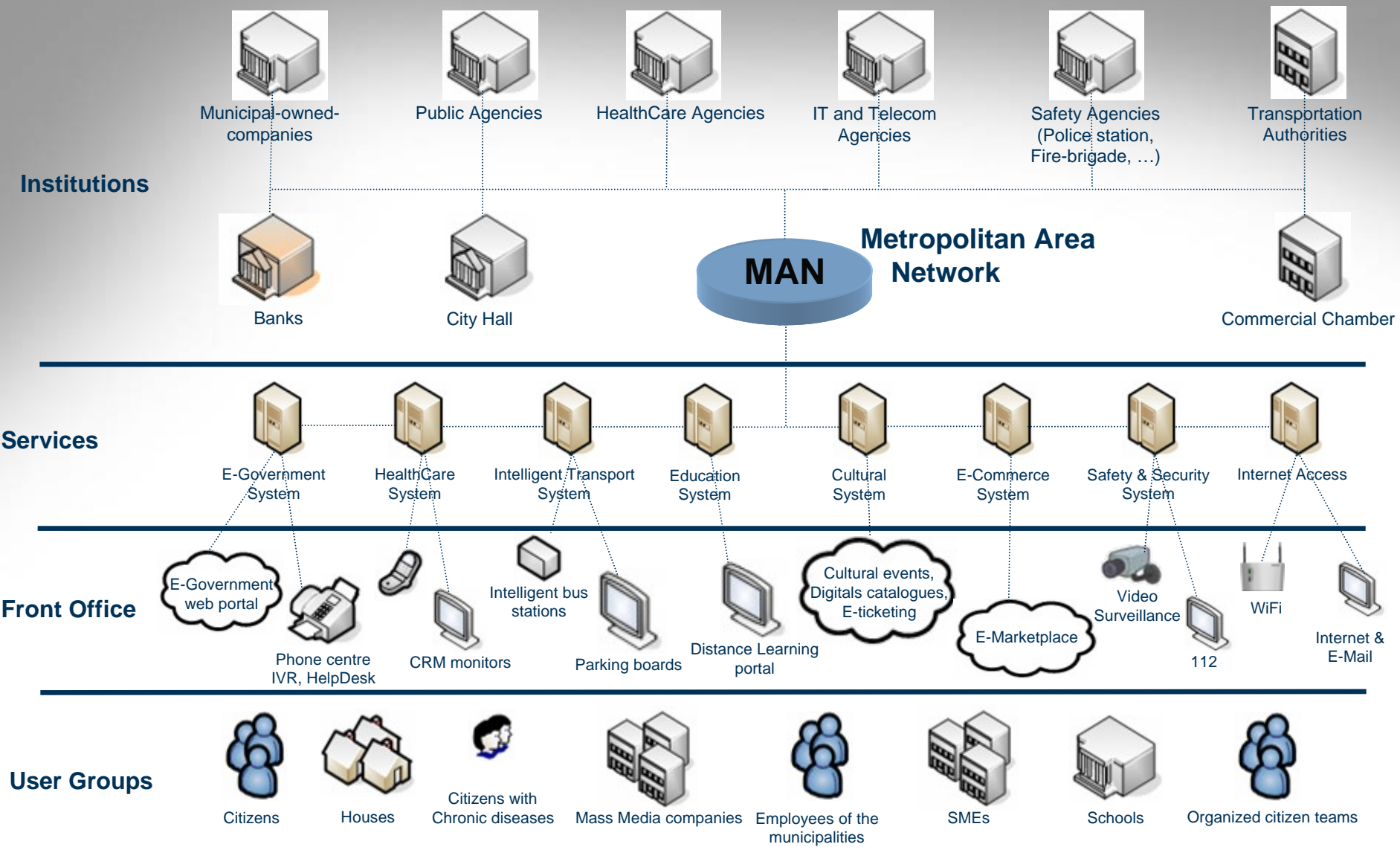
Enabling Smart Cities

Full Service Broadband

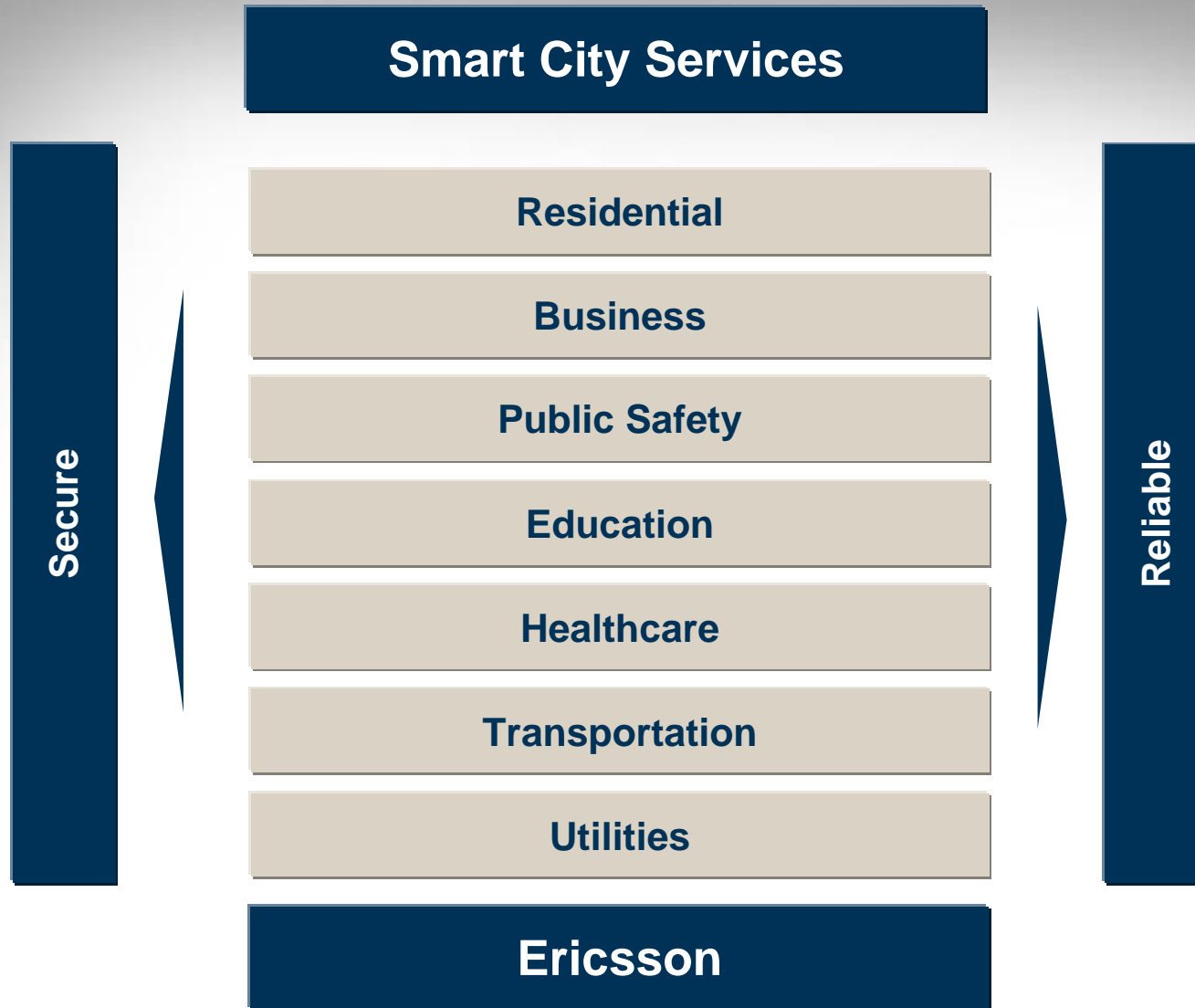


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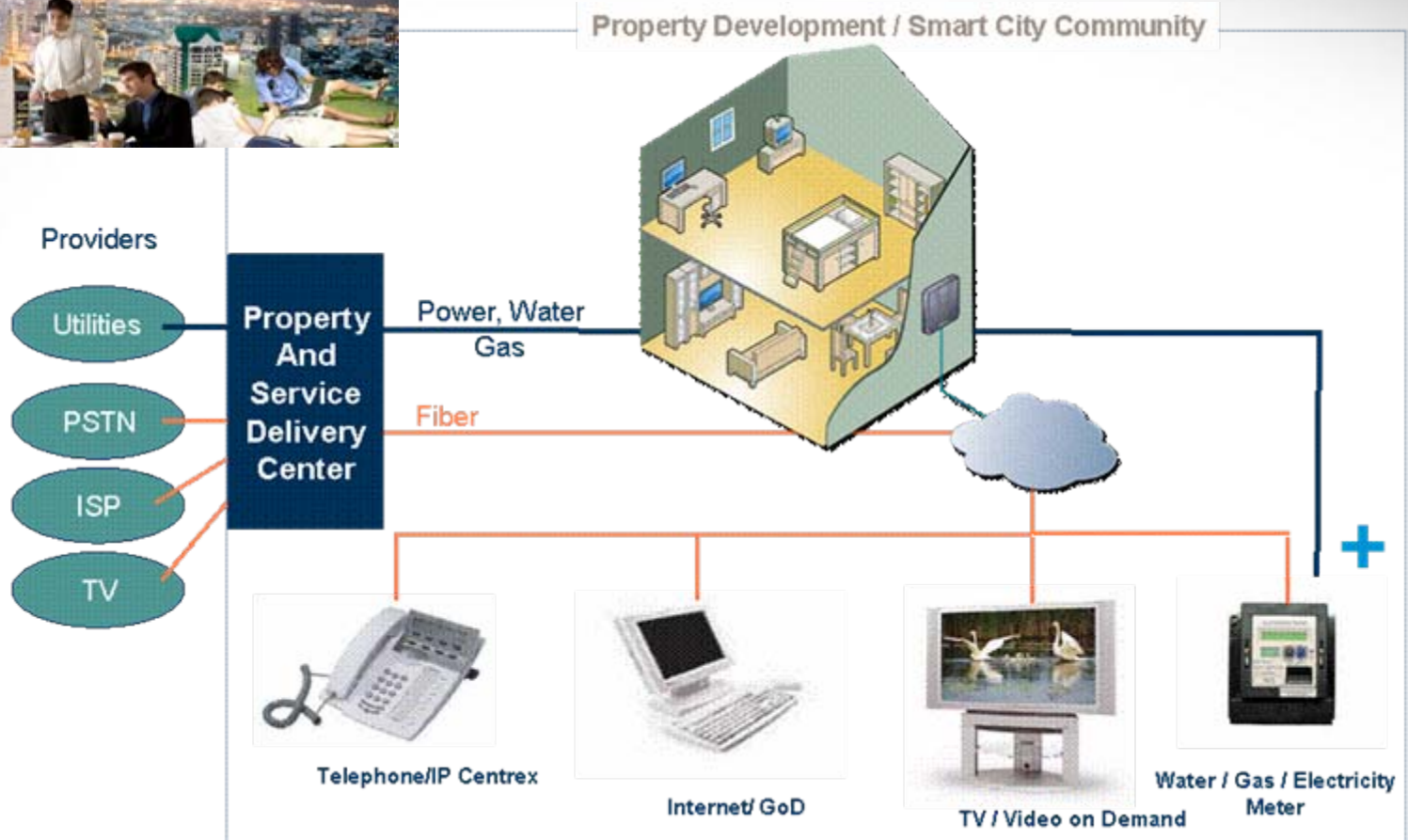
Smart City Model



Smart City Main Sectors



Full Broadband Triple Play Services +



The digital home

Increased demand for higher speeds



Gaming



TV



Photo & Video sharing



Digital socializing



Music download



Distant working

The digital office

Working from office as well as distance meeting & working



High speed internet in the office or on the move



Live meeting without traveling - via full size video conferencing



Working from home via live connection to base

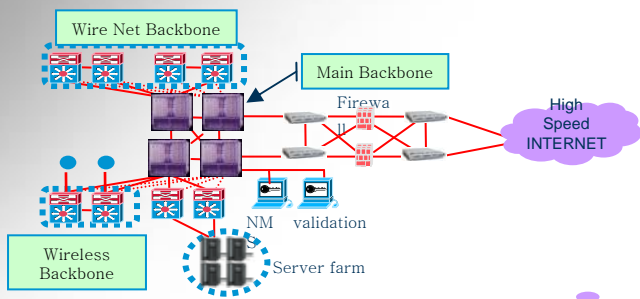
Example: Telstra's mobile broadband enables productivity gains of 9-27 %

Telepresence/video conferencing - enhancing efficiency, productivity and sustainability

Example: ~ 10 % of BT employees home based teleworkers with remote connectivity, reducing travel by 17% = 69 million miles

Intelligent Business Building Systems

Broadband Communication



Integrated Video Conferencing



VoD



Video Conferencing

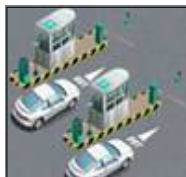


KIOSK

Integrated Security System



Access Control



Parking Control



CCTV Monitoring

Facilities Management



Facilities Control

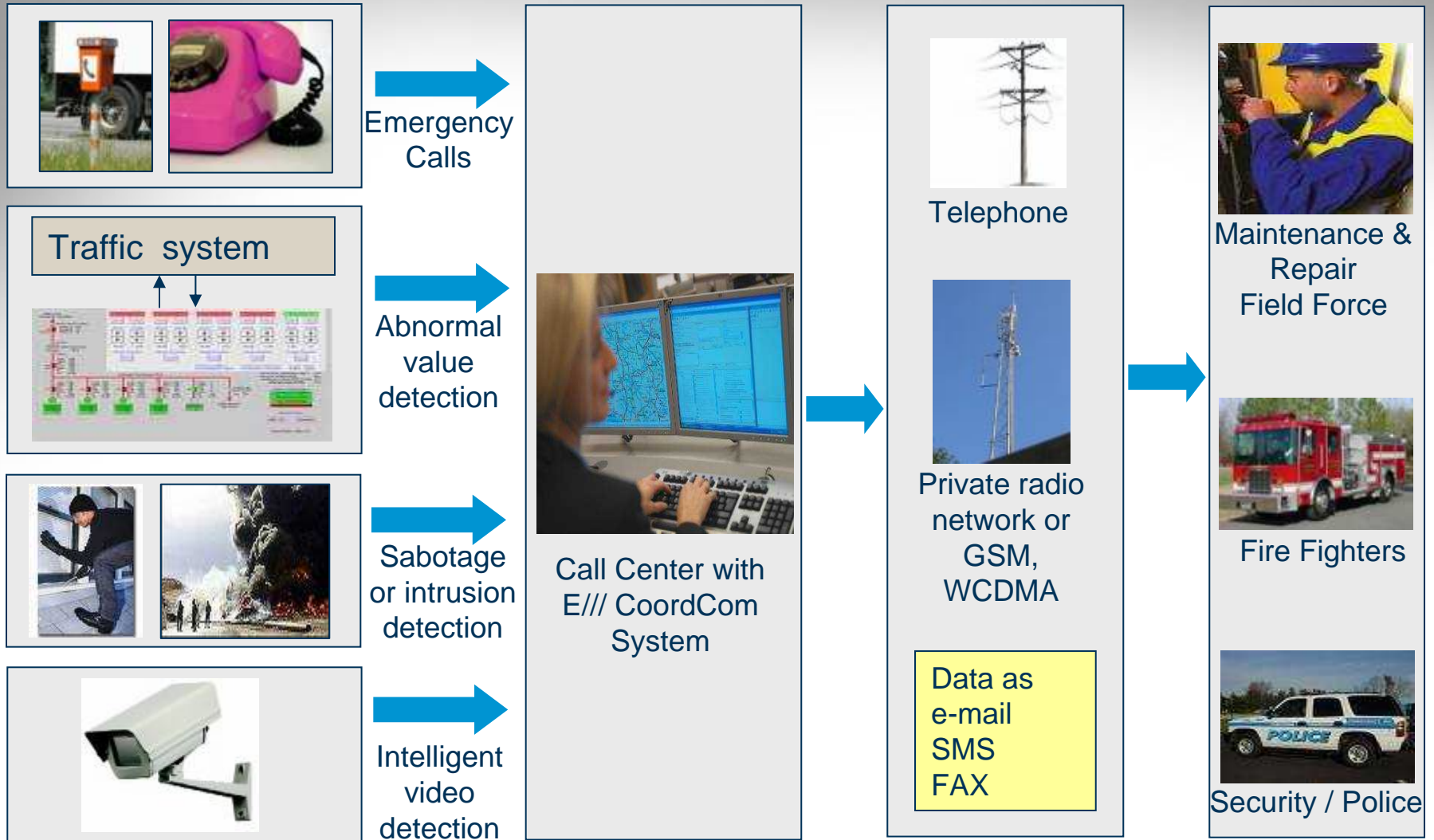


Power Control



Light Control

Public Safety Solutions



E-health & e-learning to mass market

Improves quality of life



Remote consultations
and surgery



Internet as a
source of information



Alleviating
disabilities



Distant learning

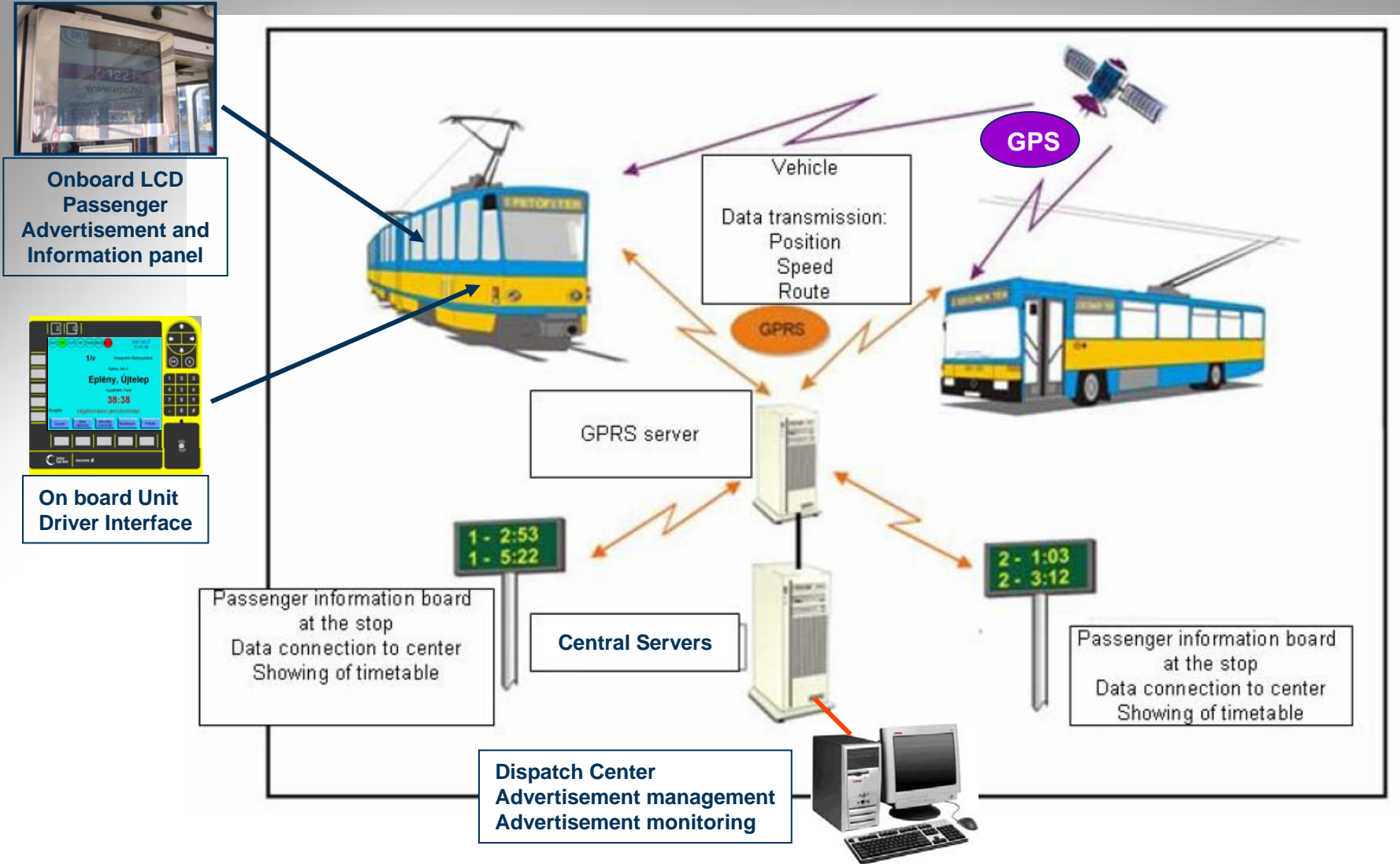


Information and
web consultation



Taking care of the
young & elderly

Fleet Management



Visualize Your Operations

5 seconds over different bandwidths

Downlink 2 Mbit/s
Image size 1.25 MByte



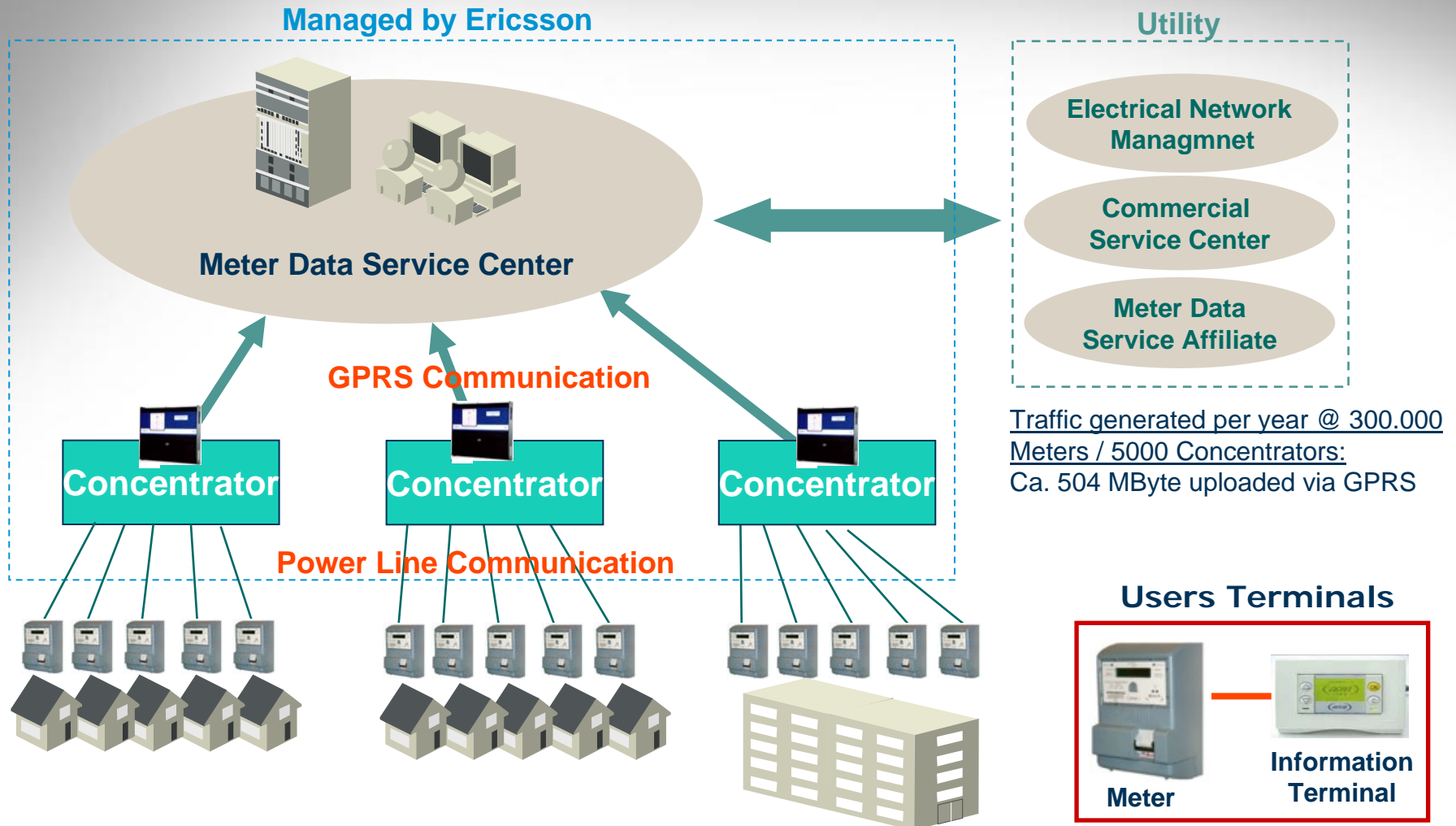
Downlink 384 kbit/s
Image size 0.24 MByte

Downlink 12 kbit/s
Image size 7.5 kByte

Downlink 5 kbit/s
Image size 3.1 kByte

Making a difference for your operations

Meter Management



A City of exciting possibilities

Broadband in the society

Broadband goes mobile

Fixed goes faster

Broadband moving forward

Technology comes in many flavors

Fixed access

- xDSL
- Fiber (PON & P2P)
- Fiber/VDSL2
- Cable

Fixed/nomadic wireless

- WiMAX
- "Fixed Mobile HSPA/LTE"
- Satellite/Terrestrial
- Unlicensed (WiFi, etc)
- Others

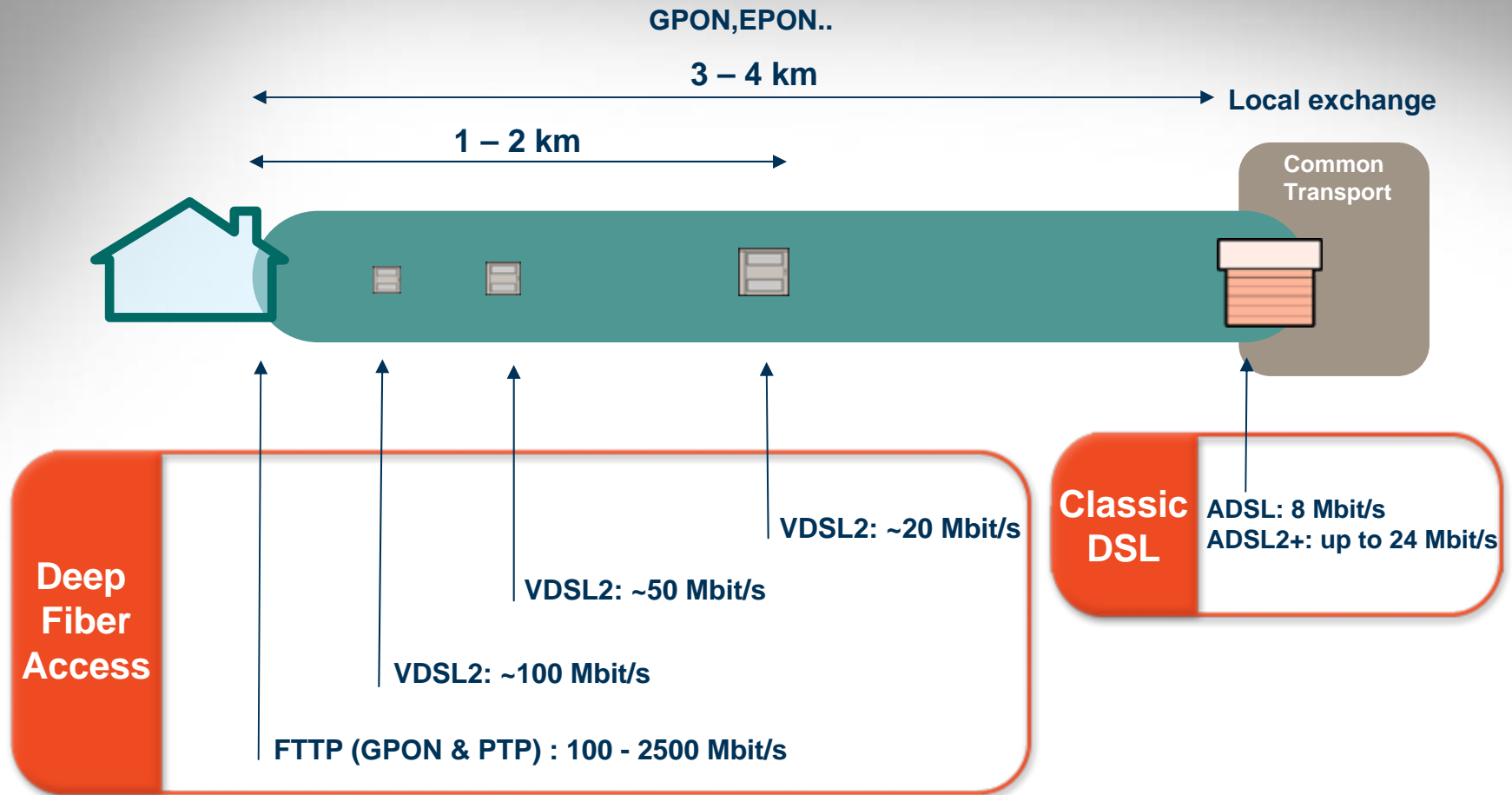
Mobile access

- GSM/EDGE
- WCDMA/HSPA
- LTE
- CDMA2000 EVDO
- Mobile WiMAX



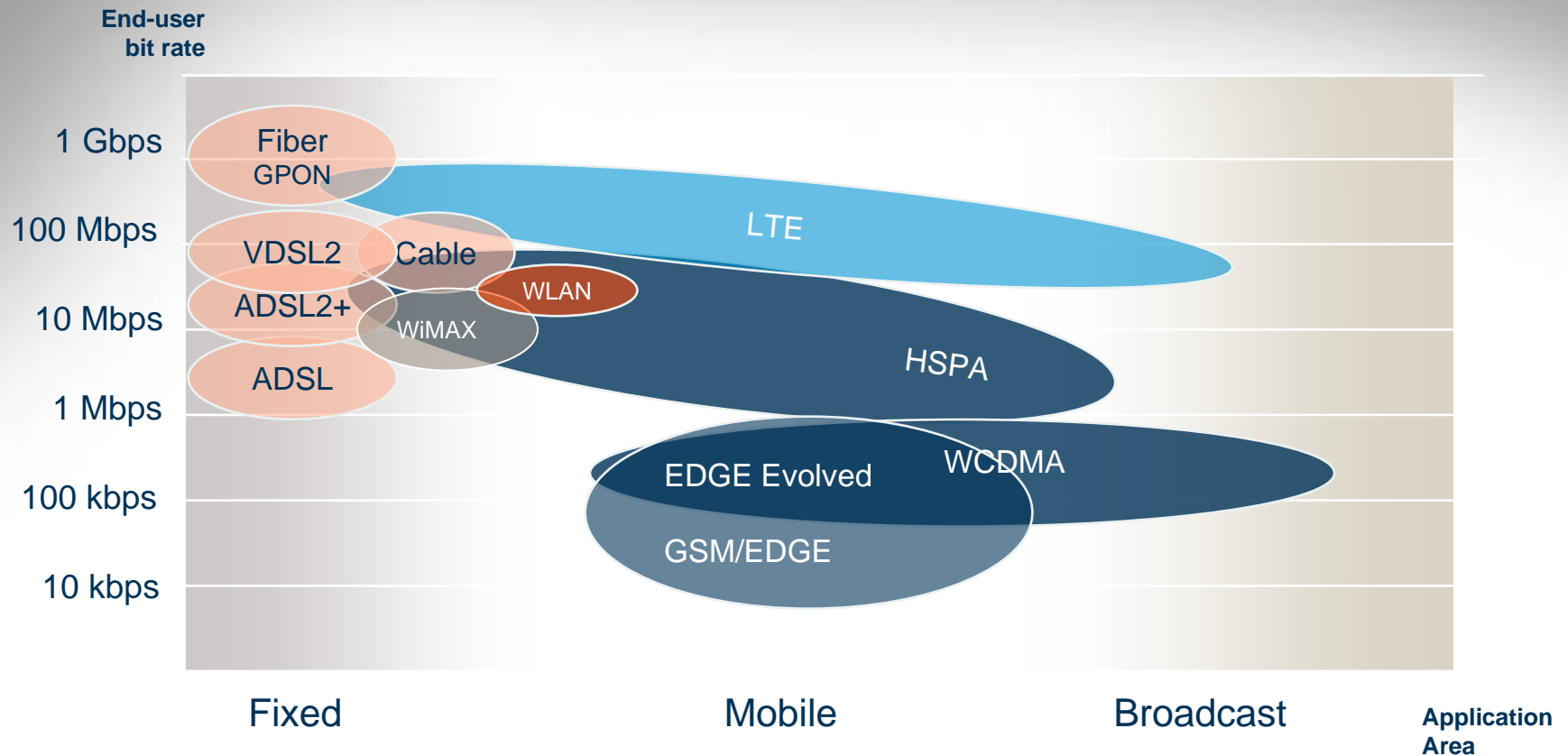
Transformation to Deep Fiber Access

Multiple Deep Fiber alternatives – VDSL2/GPON/PTP Fiber



Closer to customer to increase speed

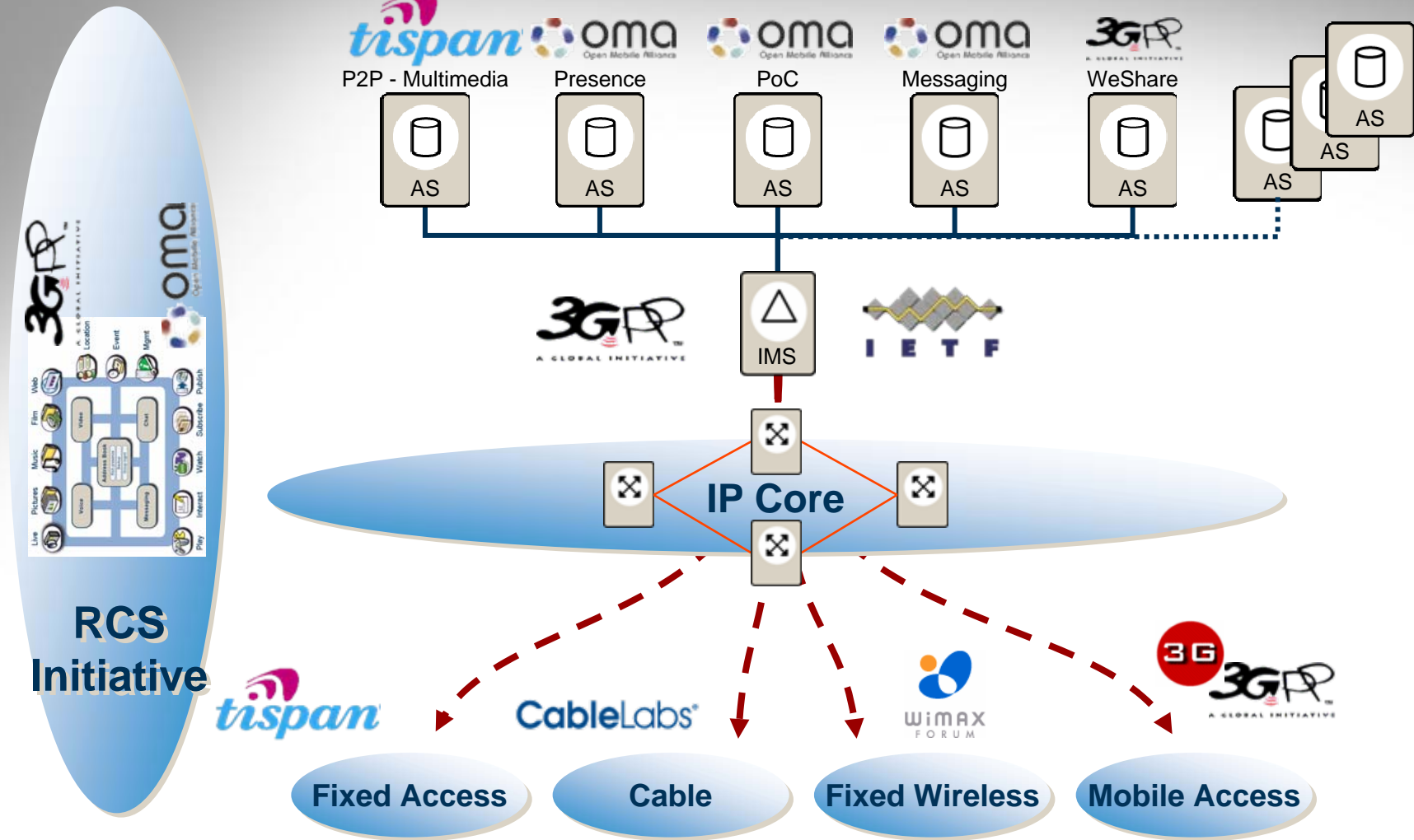
Enabling Access Technologies



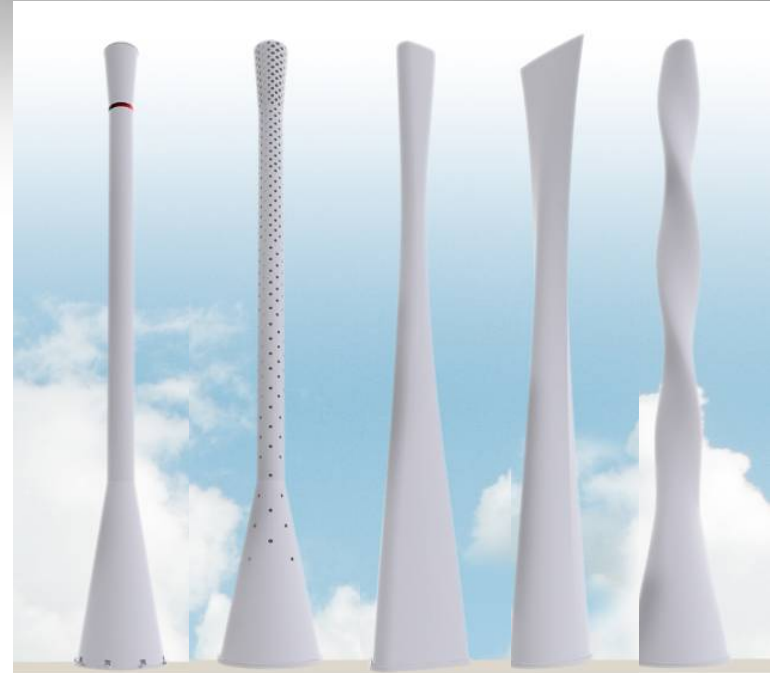
Using the Optimum Access Technology is Key

Technology Convergence

Overall Standardization



Environmental Friendly Tower Tubes



Footprint of traditional site

**60-70%
Less footprint**

Footprint of the Ericsson Tower Tube



Broadband to all and everywhere



Field operations



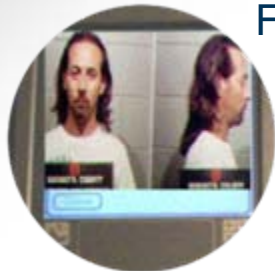
Broadband
on the move



Supporting
Firefighting



Reporting traffic
situation



Supporting the
local police



Connecting the
unconnected



Medical services



Anywhere Internet access
& Entertainment

A flavor of Services
& Applications

Conclusion - Technology is ready now!

***“Maximize the city brand
by using state of the art technology”***



Technology to create unique values for:

- Investors
- Developers
- Operators
- Government
- End-users



ERICSSON



TAKING YOU FORWARD