

**PRESS RELEASE****Ericsson showcase world's best voice quality for mobile networks**

**Ericsson (NASDAQ: ERIC) has introduced AMR Wideband, the latest technology for high-quality voice calls, in mobile networks and is demonstrating it at the Mobile World Congress in Barcelona, Spain. The technology can be implemented in both GSM and WCDMA/HSPA networks, and provides hi-fi quality, crystal-clear sounds on mobiles that support the feature.**

AMR (Adaptive Multi Rate) Wideband is a GSM/WCDMA standardized speech technology that enhances voice quality and clarity in mobile networks to noticeably higher levels than today's mobile and fixed telephony networks, even in whispered conversations or environments with high background noise. The new speech-compression algorithm doubles voice bandwidth without extra radio and transmission requirements.

Results from consumer trials show that consumers appreciate the higher voice quality and make more and longer calls. The higher voice quality is ideal for telephone meetings and can contribute to a reduction of business traveling which will improve productivity and lower environmental impact.

"We are ready to roll-out this impressive voice quality feature in all Ericsson-supplied GSM and WCDMA/HSPA networks in the world," says Ulf Ewaldsson, Vice President and Head of Product Area Radio, Ericsson. "This is the starting point of a voice quality revolution that will change telephony as we know it today".

Ericsson performs demonstrations of the AMR Wideband technology during the Mobile World Conference in Barcelona, Spain.

**Notes to editors:**

Ericsson's standard multimedia content is available at the broadcast room:

[www.ericsson.com/broadcast\\_room](http://www.ericsson.com/broadcast_room)

*Ericsson is the world's leading provider of technology and services to telecom operators. The market leader in 2G and 3G mobile technologies, Ericsson supplies communications services and manages networks that serve more than 250 million subscribers. The company's portfolio comprises mobile and fixed network infrastructure, and broadband and multimedia solutions for operators, enterprises and developers. The Sony Ericsson joint venture provides consumers with feature-rich personal mobile devices.*

*Ericsson is advancing its vision of 'communication for all' through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 70,000 employees generated revenue of USD 27 billion (SEK 209 billion) in 2008. Founded in 1876 and headquartered in Stockholm, Sweden, Ericsson is listed on OMX Nordic Exchange Stockholm and NASDAQ*

For more information, visit [www.ericsson.com](http://www.ericsson.com) or [www.ericsson.mobi](http://www.ericsson.mobi).

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