



# TRENDS TO ENABLE APPS

JORGEN ODGAARD

# THIS IS ERICSSON

- › Employees: 86,537 (May 3, 2010)
- › Net Sales: USD 27.1 billion in 2009

We provide:

- › Communication networks
- › Services to network operators
- › Enablers to multimedia service providers

- › 40 percent of mobile calls pass through our networks
- › Over 1,000 networks in 175 countries
- › 25,000 patents

Our joint ventures provide:



Sony Ericsson

Phones, accessories, content and applications



Semiconductors and wireless platforms



# ENABLING THE ECOSYSTEM

## A FEW EXAMPLES OF ERICSSON INITIATIVES IN USE TODAY

### Application Developers



**Ericsson Labs**

ERICSSON LABS <sup>Beta</sup>

<http://labs.ericsson.com>

**Ericsson IPX**

Payment SMS/MMS/WAP

Messaging

Subscriber info Location, Look-up, Identification

<http://www.ericsson.com/solutions/ipx/>

**Carrier application stores - eStore**

<http://estore.ericsson.com/>

### Carriers

- Sensor Networking Application Platform**  
*Access sensor data* and descriptions from your phone with a simple API.
- Mobile Network Lookup**  
*Lookup customers' network information* and provide customized services.
- Group Voice Mixer**  
 Develop your own *voice chat* service with location based *voice mixing*.

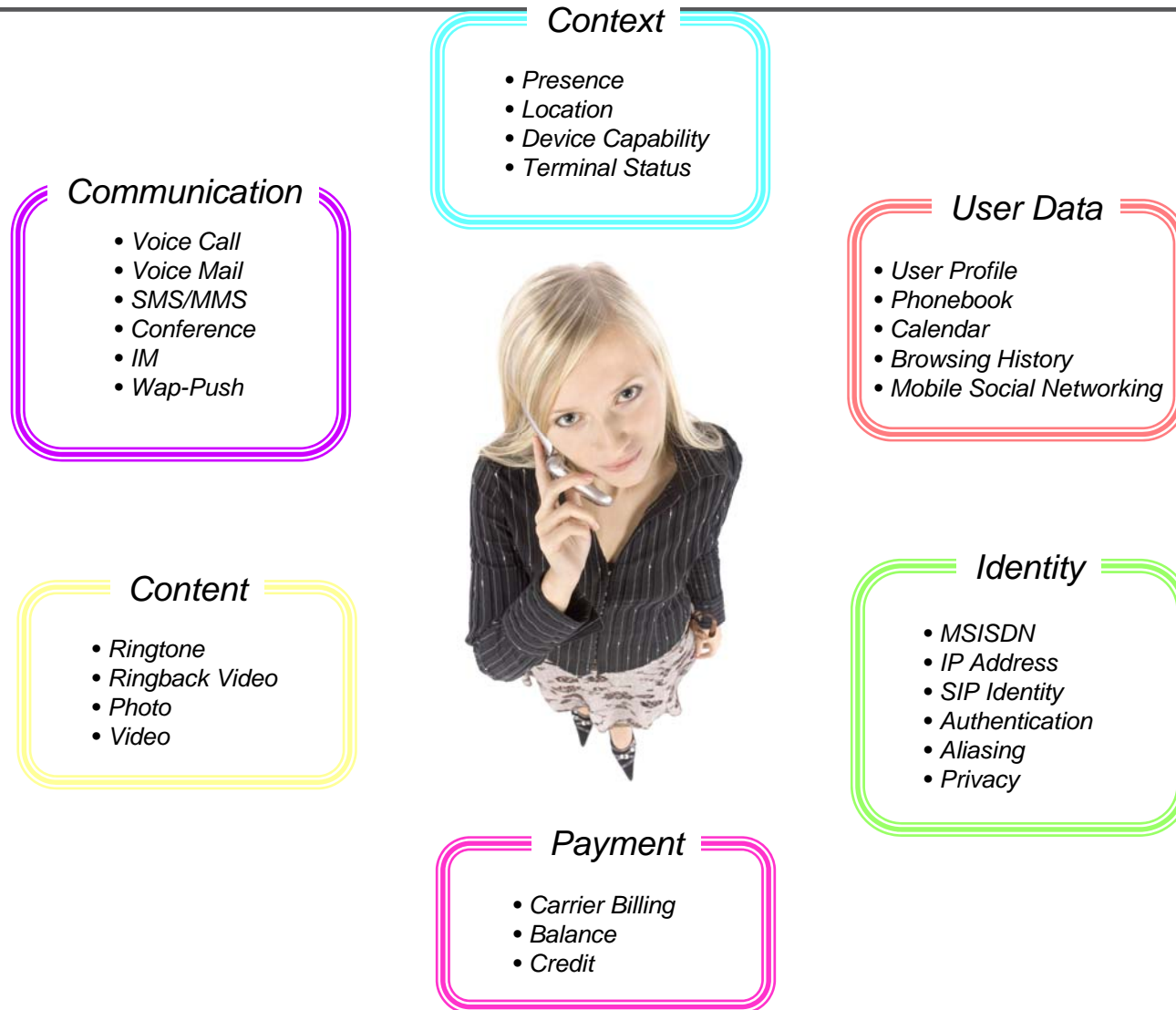


**ERICSSON** ESTORE DEVELOPER PROGRAM

DISCOVER    DEVELOP    DISTRIBUTE

# ERICSSON VIEW

## WHAT CAPABILITIES CARRIERS CAN OFFER?



Does not have to be dependant on the go to market channel

# WHOLESALE APPLICATIONS COMMUNITY

## WAC IS AN OPEN GLOBAL ALLIANCE

### WAC Members & Supporters



A grid of logos for WAC members and supporters, organized into four columns. The logos include:

- Column 1: at&t, NTT docomo, orange, SoftBank, Telefonica, vodafone
- Column 2: américa móvil, 中国移动通信 CHINA MOBILE, MTN, TIM, SingTel, verizon
- Column 3: bharti Airtel, China unicom 中国联通, mobilkom austria, telenor, SK telecom, VimpelCom
- Column 4: SAMSUNG, Sony Ericsson, ORASCOM TELECOM, TeliaSonera, Sprint, WIND, OM TP OPEN MOBILE TERMINAL PLATFORM, GSMA

**WAC**

# WAC ENABLES DEVELOPERS WITH

WAC  
SDK

- Allows a **Global Developer Community** to use a common SDK to access over 3 billion users
- Offers **Network & Device APIs** for more compelling apps
- Provides a **Write & Submit Once, Deploy & Sell Everywhere** solution for developers

A

Operator  
App Stores

- Delivers a **Revenue Share** model across the entire ecosystem including the operators
- Enables use of operator **Billing & Customer Care** systems (inc in-application billing) to create a better application experience



- Offers the **Widest Range** of innovative and exciting applications to users
- Gives **Choice** of device & **Portability** of applications for those users

WAC



**ERICSSON**