




Ericsson presentation at IETF 66

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Vice President and General Manager
Ericsson Canada

ERICSSON CANADA

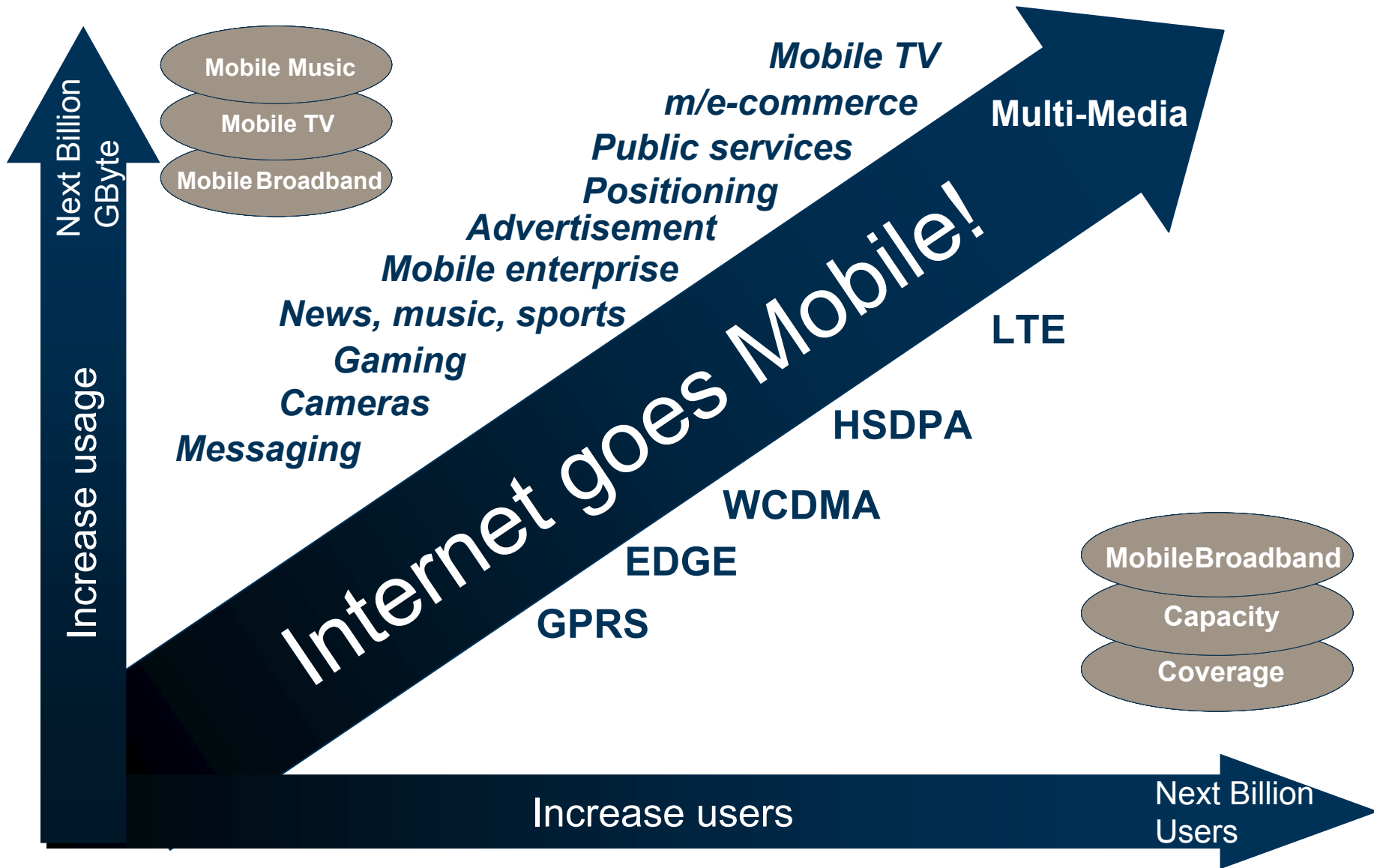
Welcomes  **I E T F** *to Montreal*



Convergence Vision



Industry growth opportunities



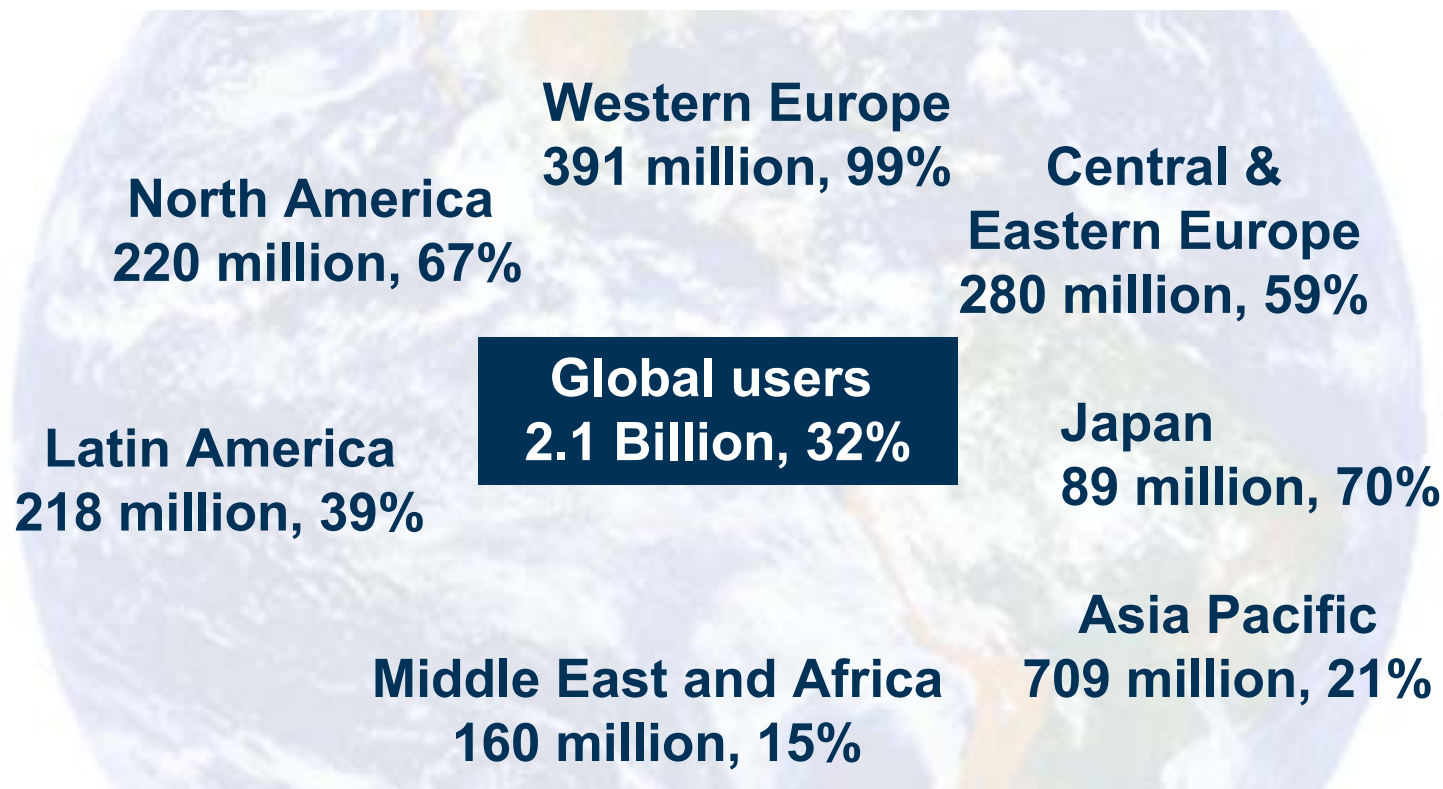
The communication "waves"



**People
communication**

Global penetration approximately 30%

Mobile subscriptions has surpassed the **two billion** mark



Cellular subscriptions
Region end Q3, 2005 (million)

A new way of communicating...

Multimedia communication between people



Voice

Text

Image

Video

Music

Drawing

Sound

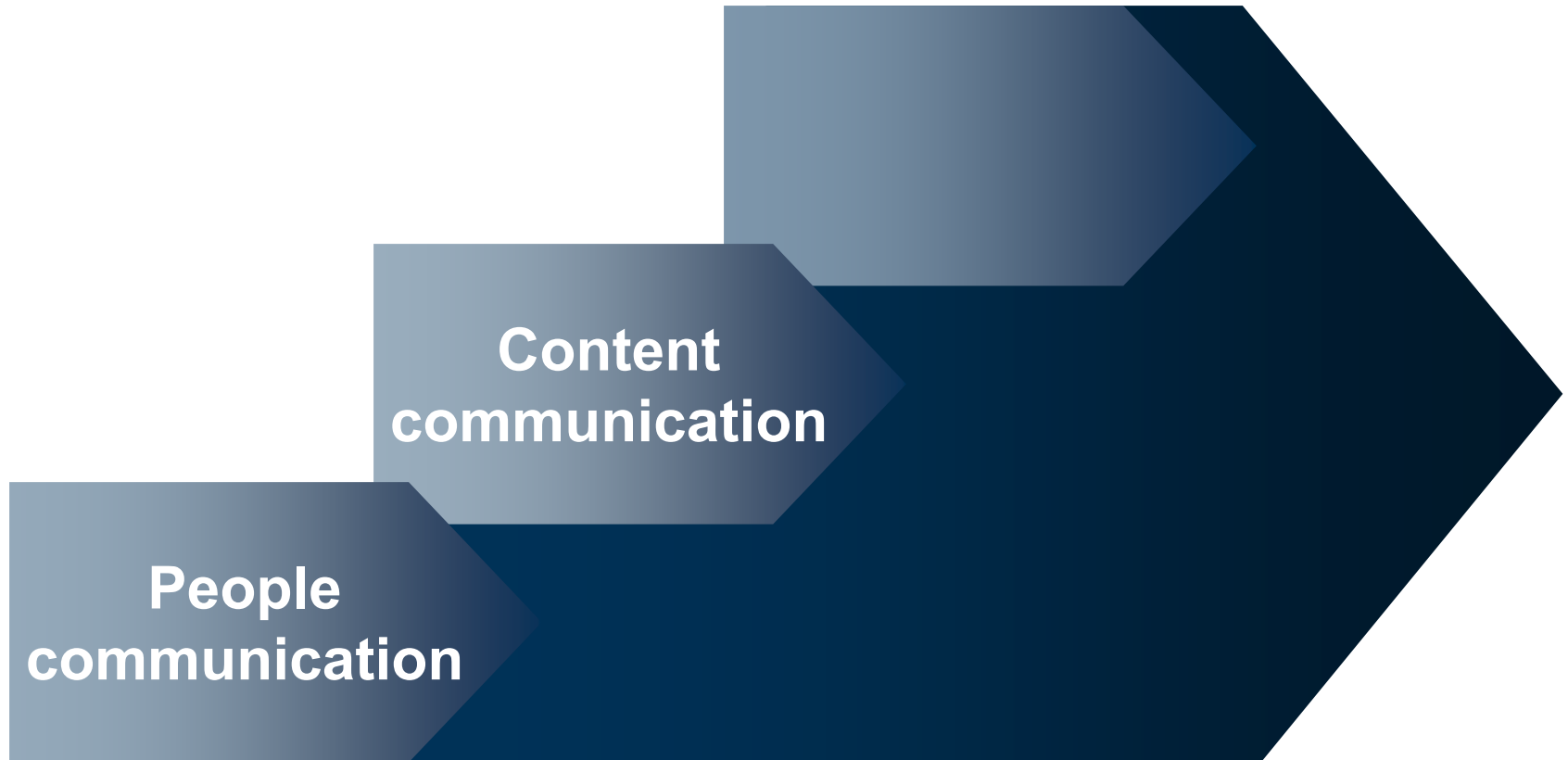
Games

Files

Animation



The communication "waves"





Access to content is also turning mobile – wherever you are



Access to content is also turnin

HSPA in the laptop

Strong industry commitment for embedded 3G



Mobile TV building on established behavior

1. Easy to start



2. Fast channel switching



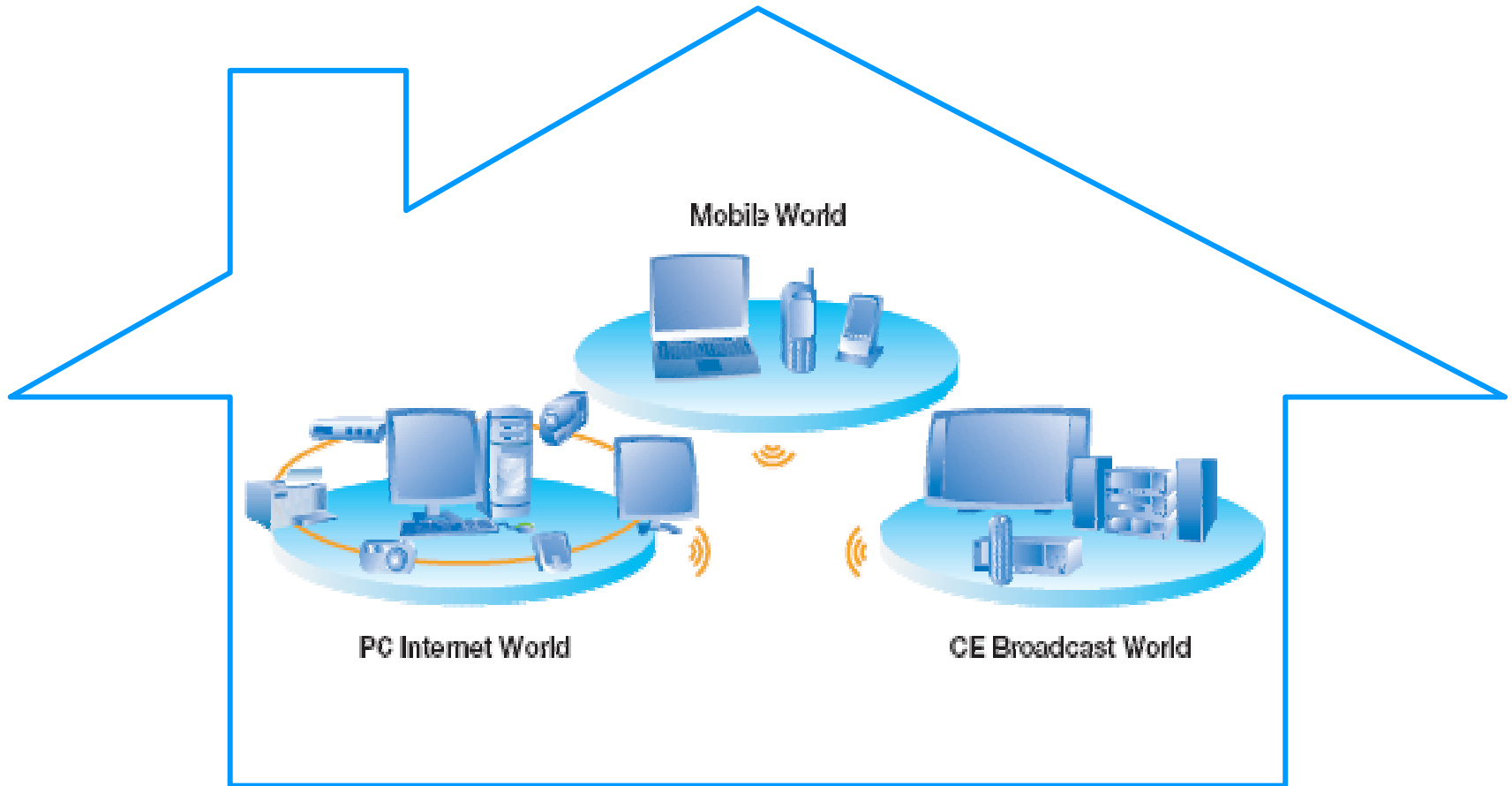
3. Program Guide



4. Interactivity – voting, chat, gaming, purchase

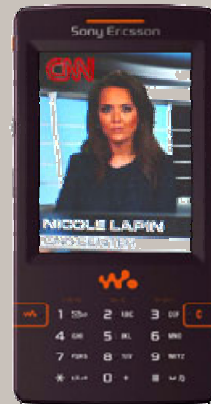


The home at the intersection of major industries



Source:
Digital Living Network Alliance

The home at the intersection of major industries



Seamless Media over 3 Screens

PC Internet World

CE Broadcast World

Source:
Digital Living Network Alliance

The home at the intersection of major industries



Seamless Media over 3 Screens
Same user experience

PC Internet

Broadcast World



Source:
Digital Living Network Alliance



Magnus



i View conversation log

Mary

Buddies

 Susie 

 Allen 

 Tom 

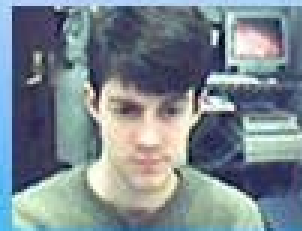
 Mary 

 Julia 

 John 

Swap

Full Screen

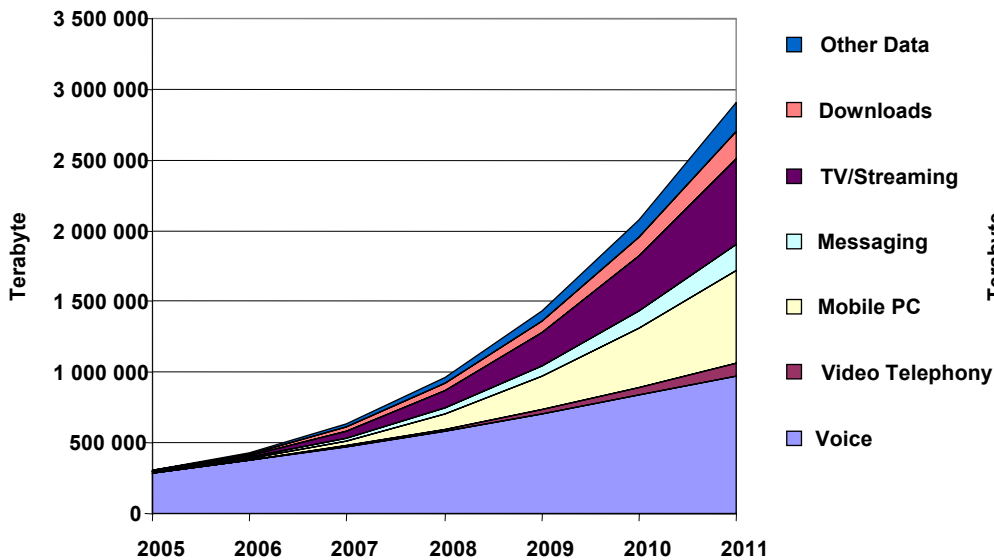


SEND

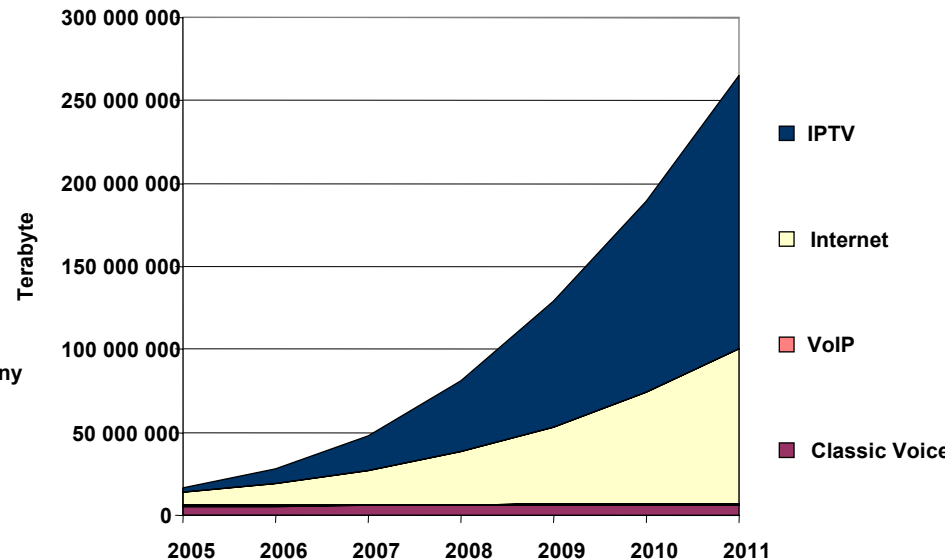


Estimated strong traffic growth both in mobile and fixed networks

Subscriber Traffic in Mobile Access Networks

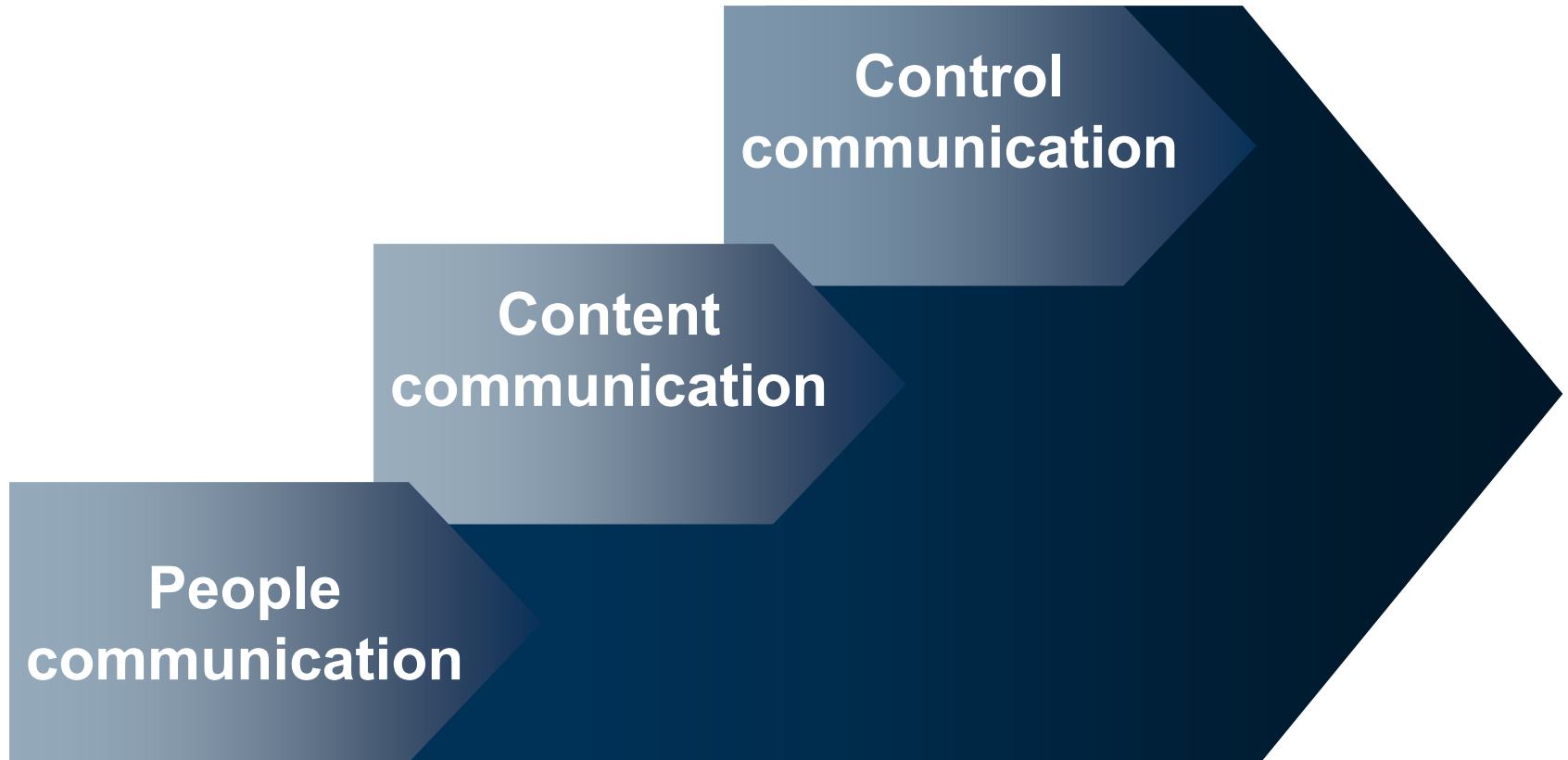


Subscriber Traffic in Fixed Access Networks



Note the different scales. Hundred times more total traffic in fixed networks

The communication "waves"



Mobile control communication areas

M2M

Fun and leisure

- Pervasive gaming
- Tourism guidance

Home and office

- Remote control of consumer electronics and appliances
- Monitoring
- Security, door access

Convenience

- Lost and found items
- Home control
- Shopping
- Location services

Logistics

- Cargo tracking
- Route planning
- Stock management

Sales and payment

- Vending machines
- POS terminals
- Advertisements

Industrial

- Service & maintenance
- Process automation
- Agricultural & forestry
- Environmental

Health, Safety&Security

- Health monitoring
- Property monitoring
- Environmental and weather monitoring

Telematics/in-vehicle

- Navigation
- Safety
- Vehicle diagnostics
- Traffic information



M2M device forecast 2010

1+ Trillion

RFID/Sensors:

Location Vibration
Humidity Liquid
Temperature Weight etc.

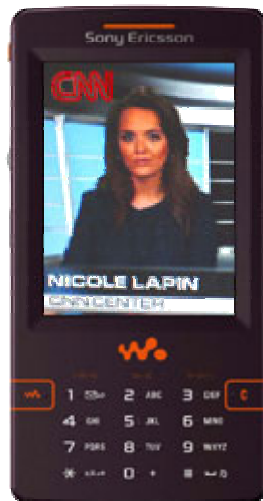


Tens of Billions Smart Devices:

Appliances
Machinery
Vehicles
Bldg. Eqpt. etc.



**Billions of Mobile Phones
Web Tablets etc.**



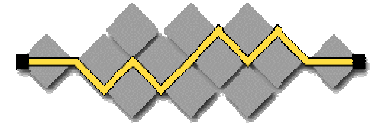
Hundreds of Millions of PC's



All-IP network for all devices

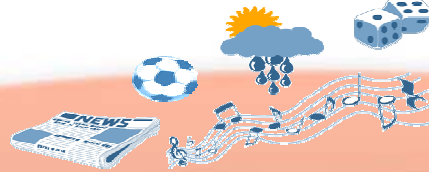


All-IP network for all devices



IETF protocols now even more important

I E T F



Service Network

Full Service Broadband



ERICSSON 

TAKING YOU FORWARD