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

ST Ericsson
Semiconductors and wireless platforms
ENABLING THE ECOSYSTEM
A FEW EXAMPLES OF ERICSSON INITIATIVES IN USE TODAY

Application Developers

Ericsson Labs

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/

Carrier

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.

More APIs ›

ESTORE DEVELOPER PROGRAM

DISCOVER | DEVELOP | DISTRIBUTE
Ericsson View

What Capabilities Carriers Can Offer?

**Communication**
- Voice Call
- Voice Mail
- SMS/MMS
- Conference
- IM
- Wap-Push

**Content**
- Ringtone
- Ringback Video
- Photo
- Video

**Context**
- Presence
- Location
- Device Capability
- Terminal Status

**User Data**
- User Profile
- Phonebook
- Calendar
- Browsing History
- Mobile Social Networking

**Identity**
- MSISDN
- IP Address
- SIP Identity
- Authentication
- Aliasing
- Privacy

**Payment**
- Carrier Billing
- Balance
- Credit

Does not have to be dependent on the go to market channel.
WHOLESALE APPLICATIONS COMMUNITY
WAC IS AN OPEN GLOBAL ALLIANCE

WAC Members & Supporters
WAC ENABLES DEVELOPERS WITH

- 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
- 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