
BRAZIL'S FIRST LTE BROADCAST TRIAL IS A SUCCESS FOR ERICSSON WITH CLARO AND NET AT RIO OPEN

- Claro and NET are the first operators to conduct trials of LTE Broadcast in Brazil during Rio Open tennis tournament
- LTE Broadcast offers a high-quality way to watch streaming video on super-fast mobile broadband networks
- Ericsson brought technology, services and software to the game; Qualcomm brought processor and LTE Broadcast middleware; Samsung brought devices

In partnership with Ericsson (NASDAQ: ERIC), Qualcomm (NASDAQ: QCOM) and Samsung, Claro and NET – part of America Móvil group – have become the first operators in Brazil to showcase the potential of LTE Broadcast, the service that brings a totally new video experience to people.

LTE Broadcast is a powerful tool for operators wishing to embrace the impact and attractiveness of media content, and its flexibility and capability enables operators to provide new services and business opportunities to their subscribers in the digital mobile era.

The first trial took place during the biggest tennis tournament of South America, the Rio Open presented by Claro, from February 15 to 21 at Brazilian Jockey Club in Rio de Janeiro. In 2015, the second edition of the event, Rio Open took about 55,000 people to the clay arenas in eight event days with 110 players from 19 nationalities, 92 matches, 350 accredited journalists and broadcasted to 182 countries.

Rodrigo Vidigal, Marketing director, America Móvil, Brazil personal market, said: “Claro keeps evolving the network constantly to provide our customers with innovative services and improved experience. There is a constant demand for mobile video consumption in high definition and we are keen to test LTE Broadcast before all the world’s eyes turn to Brazil for international sports competitions.”

The service uses Ericsson Single Frequency Network technology to distribute the signal to an unlimited number of recipients. The user needs only an LTE-enabled device with an LTE Broadcast app to watch three exclusive cameras with live video feed provided by official media partner Sportv, most watched sports channels in Brazil and part of Globo group.

Elie Hanna, Vice President at Ericsson Latin America & Caribbean, said: “Video traffic is expected to grow by about 60 percent every year until the end of 2020. So all the conditions must be set for operators to give their subscribers a high-quality video experience anytime,

anywhere, while still managing network efficiency and costs. This first test in Brazil is an important milestone for the national mobile telecommunications sector as it marks the robustness of LTE technology for transformation of TV industry in the country.”

LTE Broadcast is a single-frequency network (SFN) in broadcast mode that is part of the series of 3GPP LTE standards known as evolved Multimedia Broadcast Multicast Service (eMBMS). It extends existing LTE RAN/Evolved Packet Core (EPC) systems with an efficient point-to-multipoint (PMP) distribution feature. Ericsson LTE Broadcast supports a range of use cases: live streaming of video for high-demand content such as live sports, breaking news, most popular media delivery, e.g. popular TV show, video, music and e-printing, top OTT contents, software updates and emergency broadcasting.

NOTES TO EDITORS

[LTE Broadcast](#)

[Ericsson at Mobile World Congress 2016](#)

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Join us in our Hall (Hall 2, Stand 2N60) to learn about 5G, the Internet of Things and cloud, and to discuss the impact digital transformation can have on people, business and society.

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Ericsson is the driving force behind the Networked Society - a world leader in communications technology and services. Our long-term relationships with every major telecom operator in the world allow people, businesses and societies to fulfill their potential and create a more sustainable future.

Our services, software and infrastructure - especially in mobility, broadband and the cloud - are enabling the telecom industry and other sectors to do better business, increase efficiency, improve the user experience and capture new opportunities.

With approximately 115,000 professionals and customers in 180 countries, we combine global scale with technology and services leadership. We support networks that connect more than 2.5 billion subscribers. Forty percent of the world's mobile traffic is carried over Ericsson networks. And our investments in research and development ensure that our solutions – and our customers – stay in front.

Founded in 1876, Ericsson has its headquarters in Stockholm, Sweden. Net sales in 2015 were SEK 246.9 billion (USD 29.4 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York.

Ericsson has been present in Latin America since 1896, when the company established an agreement in Colombia and delivered equipment for the first time in the region. In the early 1900s, Ericsson increased its presence in Latin America by signing commercial deals in Argentina, Brazil and Mexico. Today, Ericsson is present in 56 countries within South America, Central America, Mexico and the Caribbean, which combined count the region as one of the few with complete Ericsson installations, including a Production Unit, R&D Center and Training Center. Ericsson is the market leading telecom supplier, with over 40% market share in Latin America and more than 100 telecom service contracts in the region.

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