

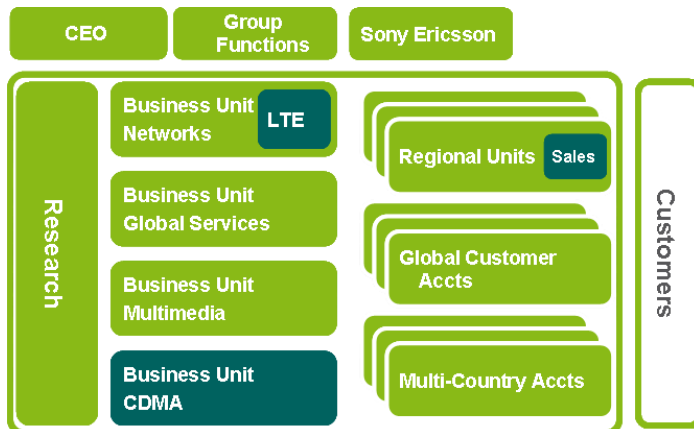
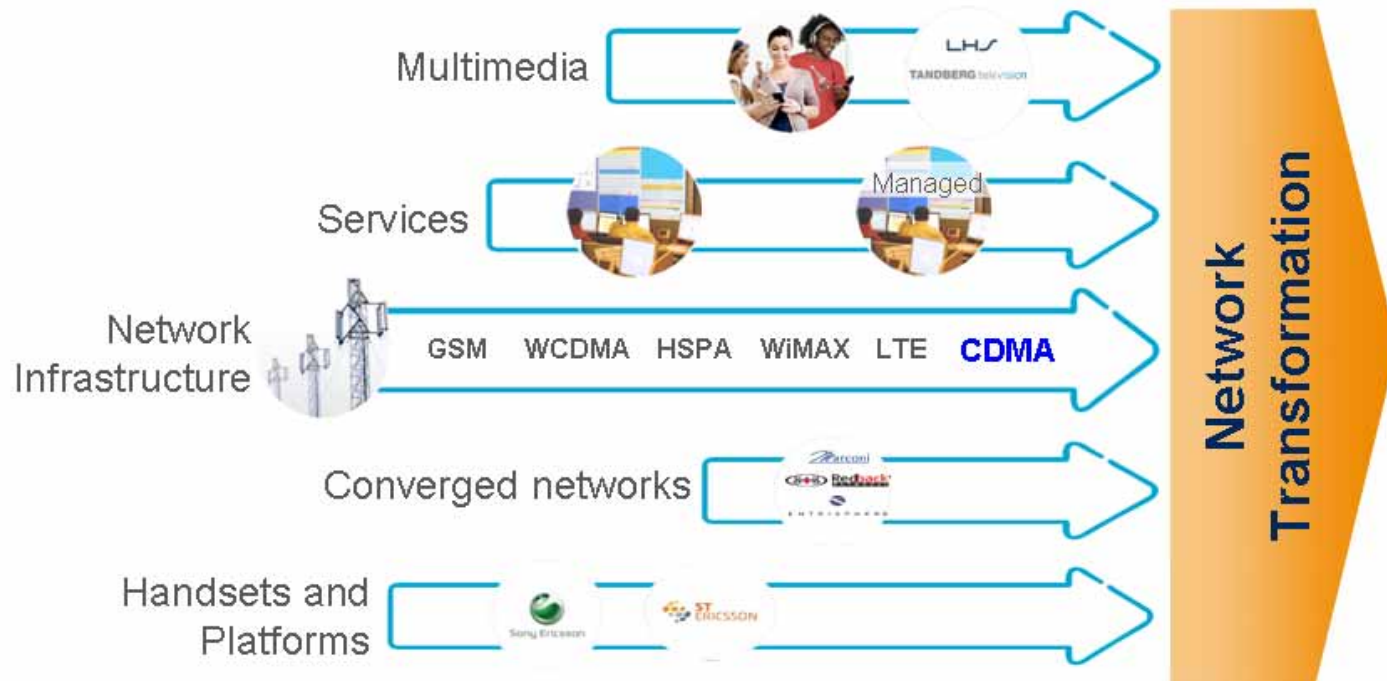
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# Realizing the Mobile Broadband Vision

Arun Bhikshesvaran

Senior Vice President Multimedia and Infrastructure Solutions  
Ericsson

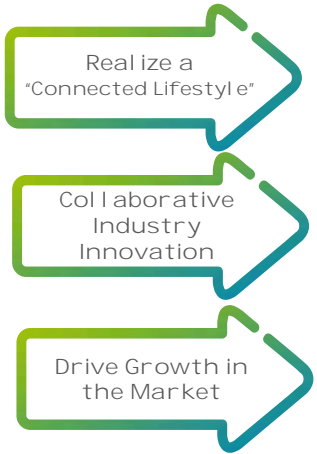
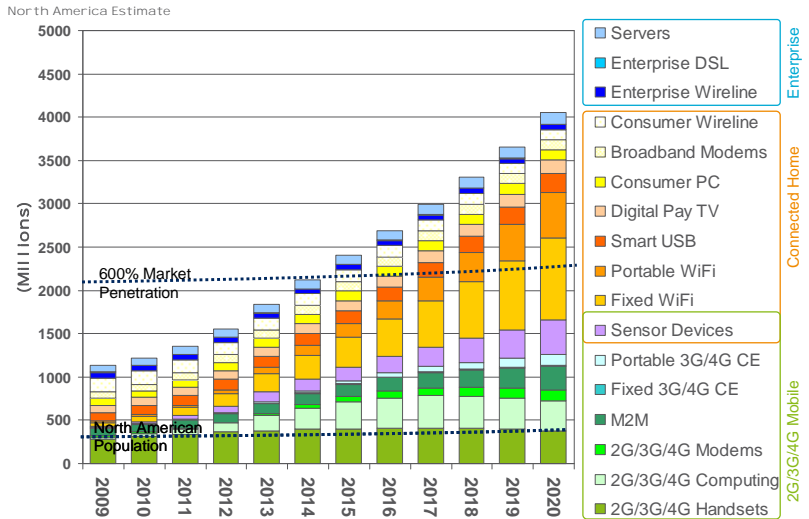
# new CDMA business unit provides focus



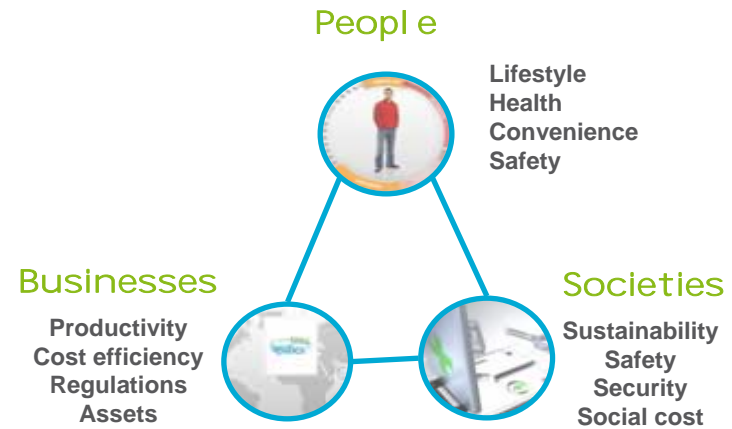
## CDMA Acquisition Rationale

- ✓ Customers
- ✓ Technology
- ✓ People
- ✓ Scale

# Realizing the Vision connected devices 2020



## vision



Develop New Markets

Value creation

50,000,000,000 Connected Devices

Everything that benefits from a network connection will have one

# business transformation

## Each Customer HAS A Unique Path

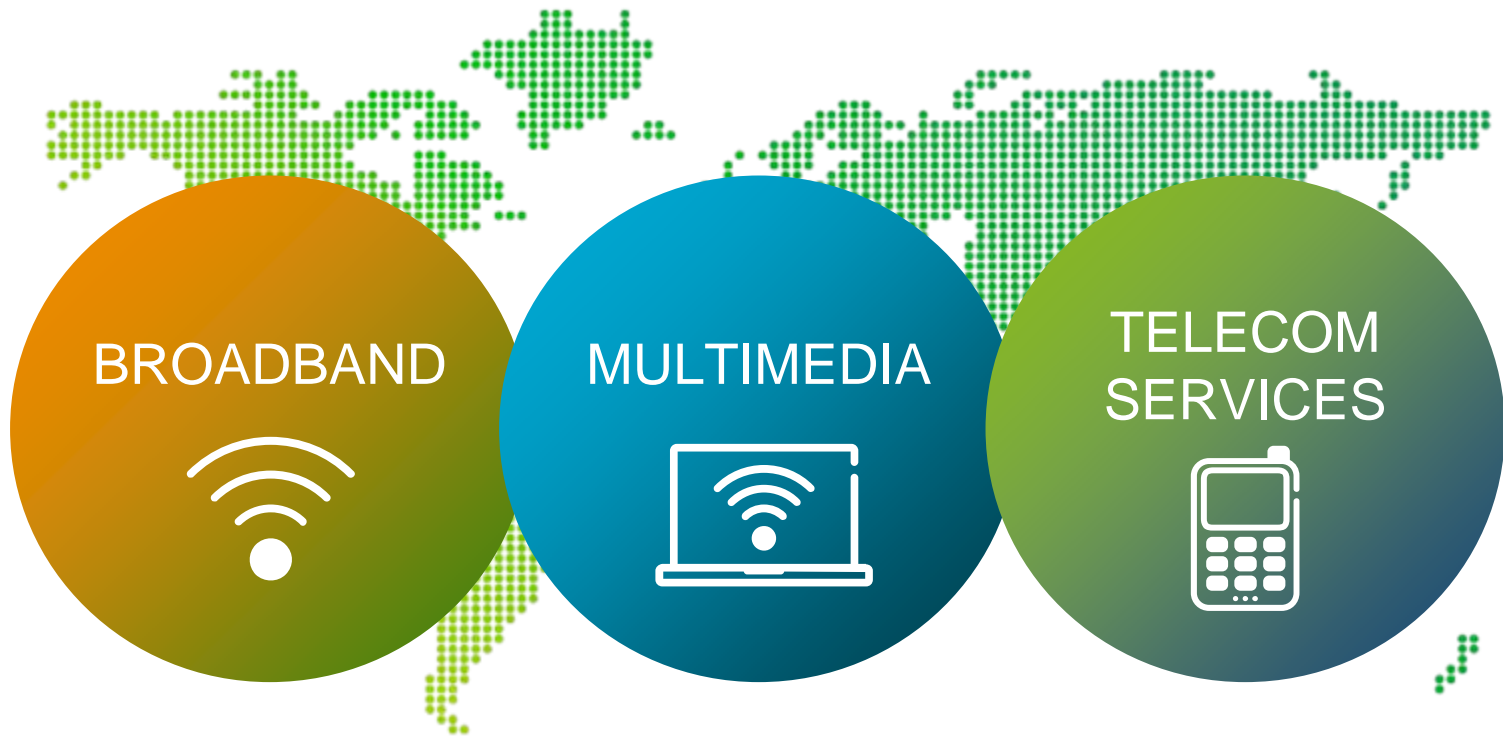
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- › Where are you coming from?
- › Where are you going?

Heterogeneous Data Networks will Generate Revenue Across Multiple Industries

# DRIVING communications evolution



Ericsson's Vision:

The prime driver in an all -communicating world

Innovating to empower people, business and society  
in order to shape lives and shape worlds



**ERICSSON**