



ERICSSON SAILING TOUR 2008

A MULTIMEDIA EXPERIENCE

Dubrovnik, Croatia: April 14 – April 17, 2008



Get going, get aboard, **get excited**

Every moment in our lives is precious. Just look around and you will find people who smile or frown, talk or listen, buy or sell, work hard or have fun. Regardless of where they are, at home, at work, in the street they are talking, sending messages, downloading information, watching videos. In short, they are taking advantage of modern communications. They are living mobile, with multimedia at hand as a new but natural part of their everyday living. In many ways Ericsson's technology makes these moments happen.



A race for a continued market leadership

The event Ericsson Sailing Tour 2008 – A Multimedia Experience provides us with an unrivalled opportunity to experience the speed, the freedom and the bond with the nature, all based on Ericsson's idea that communications are for everyone.

There are three stopovers in Central Europe:

- **DUBROVNIK, Croatia:** April 14 – April 17, 2008
- **PORTOROŽ, Slovenia:** April 22 – April 24, 2008
- **SOPOT, Poland:** June 16 – June 20, 2008

The overall theme of the Tour combines sailing with a unique multimedia experience.

Ericsson in the Volvo Ocean Race

The event Ericsson Sailing Tour 2008 – A Multimedia Experience announces the Volvo Ocean Race 2008-09, the world's most demanding international sailing event that every elite offshore sailor wants on their CV. It starts in Alicante, Spain in October 2008. As for the Dubrovnik event, it is a unique opportunity to join the Ericsson crew members on board the VO70.

New ways of communicating at hand

A year ago, Ericsson established the segment Multimedia to better address and develop the potentially huge market for access and distribution of content, advertising and multimedia communications via broadband IP-based networks. Over the coming years, we will see new services, new devices and new ways of communicating but, more importantly, many more people connected. Think about what this means in terms of making a person's life better by making every moment count even more.

Carl-Henric Svanberg
Ericsson President & CEO



Make the most of new technologies

Multimedia is a user-centric area that involves fast development of digital communication and new consumption patterns. Consumers and business want to get a superior multimedia experience anywhere, any time and on any device. Smart communication services are important to support a balanced work and private life. Being constantly connected adds a new dimension of convenience to our everyday living. We need to make the most of it.

Roland Nordgren
Market Unit Central Europe President



Welcome to Dubrovnik, Croatia

Thank you for joining us at the Ericsson Sailing Tour 2008 – A Multimedia Experience, an event aimed at inspiring you on how to grow your business in the multimedia domain. Today the media, Internet and telecom industries are coming together to form a new 'eco-system' with significant opportunities for different stakeholders. Consumers gain easy access to a diverse array of services, media providers have the opportunity to supply new content and infrastructure providers contribute differentiated and revenue-generating offerings. We are now facing the key challenge – finding our place in this new 'eco-system'.

Gordana Kovačević
Ericsson Nikola Tesla President



Ericsson Multimedia



Innovative application platforms, service delivery and revenue management solutions combined with leading content developer and application provider relationships enable Ericsson to uniquely help customers create exciting new and differentiated multimedia services.

To remain competitive, telecom operators have to deliver value beyond voice services.

This means they must extend beyond the traditional confines of telecom and into the Internet and media industries. This injects a new level of complexity and different business model possibilities for operators.

Ericsson's intent is to be the enabler of new revenue-generating services and applications. In this new environment, Ericsson develops the multimedia solutions and acts as a facilitator to match operators

Ericsson Multimedia Campaign

- any device
- any time
- any place
- superior user experience powered by innovative and reliable solutions to create, distribute and manage multimedia services
- enterprise applications
- revenue management
- mobile platforms
- service delivery platforms and provisioning
- networked media and messaging



and service providers with the right tools to distribute media and Internet content to their customers. Ericsson's expertise in managing complex networks capable of delivering IPTV, mobile TV, music solutions, messaging and user-generated content helps them give consumers the multimedia experience they want – flexibly and profitably. On the media side, content providers benefit from Ericsson's global presence and its relationships with operators around the world. Ericsson's multimedia strategy applies to the enterprise market as well, with unified communications (i.e. across PCs, phones and mobile devices), IP-based private branch exchanges and centrex solutions for operators serving the enterprise market.





A digital native in brief*

- is about 20
- constantly connected
- content creators and multi-taskers
- 10,000 hours of mobile phone user experience
- 250,000 emails, IM and SMS
- 5,000 hours of video game playing
- 3,500 hours of online social networking

Through the eyes of a “digital native”

This is a journey through a day in the life of a digital native – a term we use for people who have grown up with digital technology. Today in their early 20s, they are motivated by other things than previous generations and have gathered a media and communication experience far beyond ours. Blurring the boundaries between work and private life, they are tomorrow’s most powerful media consumers and professionals. They represent a major shift in user behavior that opens major business opportunities. We better get to know them.

*Source: The Digital Natives Project (2007), Pew Internet & American Life Project (2007),
Financial Times (September 20, 2006)

The power of consumers

We are witnessing the rise of consumer power in many market segments and that trend, for many reasons, is particularly strong in the ICT industry. Consumers want personalization, interactivity, communication, high-definition quality and user-generated content. Ericsson's competence in broadband technology, its extensive multimedia portfolio and its integration skills give it the means to make this new user experience a reality.



A consumer checkpoint*

- 60 billion online searches conducted worldwide in August 2007
- 45% of European and US workers are away from their desk more than 20% of their time
- over 8.6 million articles and over 5.7 million registered contributors on Wikipedia globally
- over 3 billion songs, 50 million TV episodes and 2 million Disney movies have been purchased and downloaded from iTunes

*Source: Comscore (Oct 2007), Wikipedia (Oct 2007)



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Venue: the city of Dubrovnik

Dubrovnik is situated in southern Dalmatia, the most beautiful part of the Adriatic coast. Rich vegetation, beautiful lakes, rare islands, white pebble beaches and the crystal clean sea, all make this region an unforgettable experience for every visitor. Dubrovnik region is characterized by a typical Mediterranean climate, with mild and wet winters and hot and dry summers. In Croatian history Dubrovnik is a symbol of freedom since the Republic of Dubrovnik stood independently between 1272 – 1808 as a scientific, artistic and merchandise center of the region. That makes this city an ideal place to demonstrate the freedom of communications brought by multimedia, closing the gap between centuries.

Old galley: Karaka

“Karaka”, a word that comes from the Arabic “karrāka”, meaning “vessel” (English – carrack) is a name for a large sailing vessel used between 14th and 17th century for cargo transport. A replica of this trading vessel was built to evoke the glorious maritime history of the city of Dubrovnik. The name “Argosy” (derived from Ragusa, as Dubrovnik was formerly known) became synonymous with a great trading ship, likely referring specifically to a carrack. It is even mentioned by Shakespeare in his play “The Merchant of Venice”.



Sailing with the Ericsson Racing Boat

Sailing with a professional crew on one of the most advanced sailing vessels in the world, the VO70 racing boat Ericsson 1 from the Volvo Ocean Race 2005-2006 is a unique experience since this boat travels faster than the wind and the waves. The swing keel construction allows more sail area which means more power to drive the boat forward faster.





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Produced by:

Ericsson Nikola Tesla d.d.

Krapinska 45, HR-10 000 Zagreb

Pojlička cesta 39, HR-21 000 Split

etk.company@ericsson.com

www.ericsson.com/hr

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