

URBAN AGE ELECTRIC CITY CONFERENCE

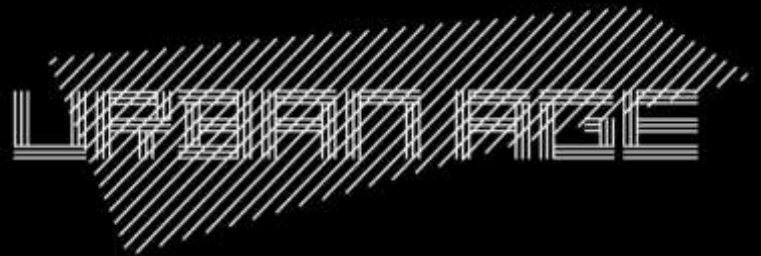
DECEMBER 2012

Patrik Cerwall

Ericsson

Smart phones

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the Smartphone era

Patrik Cerwall

Head of Strategic Marketing & Intelligence, Ericsson

50 billion connected devices



› We have a vision of 50 billion connected devices by 2020



› Anything that benefits from being connected will be connected

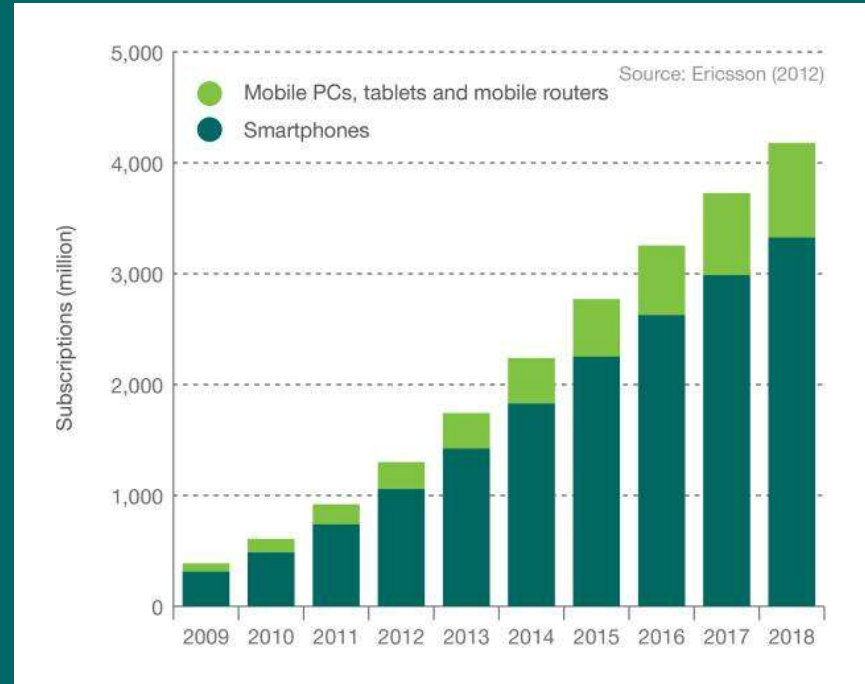
Smartphone growth



- › 1.1 B smartphone subscriptions by the end of 2012
- › 40% of phones sold during Q3 were smartphones
- › Video biggest contributor to traffic growth



ALMOST HALF OF THE TIME SPENT WATCHING VIDEO AND TV ON A SMARTPHONE IS NOW DONE OUTSIDE THE HOME



2018

14 times more data
generated by smartphones

1,6 billion mobile
subscriptions on 4G

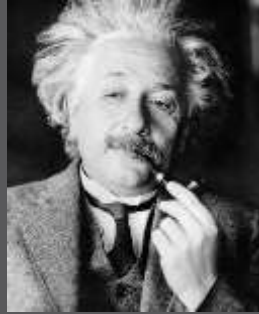
Over 85% of the world's
population will be
covered by high-speed
internet

9,3 billion mobile
subscriptions



New kind of creativity

Old



By and for the few

The genius

The masterpiece

The pen & pencil

The given moment

The studio & the lab

The monologue

NeW



By and for all

The community

The mosaic of small ideas

The computer & mobile & pen & pencil

The continuous torrent

Anywhere

The dialogue



In the 2025 city:



You always know your arrival
time ahead of the commute

Universities are
accessible to all, digitally

It takes only 10 minutes
to start a new business

Anything that
benefits from being
connected will be
connected

Half of all basic healthcare
can be delivered remotely

Electric cars can be
charged anywhere

You never again need to
search for a parking space



Networked Society





ERICSSON