

PRESS RELEASE**Ericsson and Telecom Italia trial innovative solar site solution**

With this trial, Ericsson and Telecom Italia are at the forefront of solar-powered site development, proving that alternative energy sources represent a viable business case for both emerging and developed markets. The Eco-Smart solution, based on flexible solar panels, can generate up to 100 percent of the energy required to power a site in the same land space as a traditional site.

Environmental issues are high on Ericsson's agenda and this trial aims to prove that solar solutions represent a sustainable business case for operators in developed countries. As energy costs can account for up to 50 percent of a site's operating expenses, the Eco-Smart solution can help operators make significant cost savings while reducing CO2 emissions.

The trial is being carried out in the Italian city of L'Aquila, where G8 leaders are meeting this week to discuss, among other topics, the challenges posed by climate change ahead of December's United Nations conference on climate in Copenhagen.

Stefano Pileri, Head of Technology & Operations at Telecom Italia, says: "With this trial Telecom Italia reaffirms its commitment to technological innovation that will benefit the whole country, as well as to cost-cutting solutions. Using Eco-Smart also confirms our concern for environmental sustainability, one of the main drivers of our development policies."

Cesare Avenia, President of Ericsson Italy says that Ericsson is at the forefront of energy-efficient solutions development. "The Eco-Smart represents everything telecommunications and Ericsson stand for – using innovative solutions to improve lives. The solution also confirms Ericsson's leading position as an integrator, as it can be used with any technology, 2G, 3G or LTE, and in multi-vendor environments."

The result of an agreement signed between Ericsson and Telecom Italia in 2008 to jointly develop sustainable solutions, the Eco-Smart confirms both companies' commitment to a more innovative and eco-sustainable society.

The Eco-Smart solution features an elliptical support structure coated with flexible solar panels wrapping up the antenna.

The innovative structure, completely designed in Italy, can be easily adapted to all radio base stations shapes and provide operators with significant advantages in terms of operational expenses with an expectation of medium-term amortization, with a very low environmental impact.

Notes to editors:

Photos of Eco-Smart solution available at:

[Eco Smart Photos](#)

Ericsson's multimedia content is available at the broadcast room:

www.ericsson.com/broadcast_room

Ericsson is the world's leading provider of technology and services to telecom operators. Ericsson is the leader in 2G, 3G and 4G mobile technologies, and provides support for networks with over 1 billion subscribers and has a leading position in managed services. The company's portfolio comprises of mobile and fixed network infrastructure, telecom services, software, broadband and multimedia solutions for operators, enterprises and the media industry. The Sony Ericsson and ST-Ericsson joint ventures provide consumers with feature-rich personal mobile devices.

Ericsson is advancing its vision of "to be the prime driver in an all-communicating world" through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 75,000 employees generated revenue of SEK 209 billion (USD 32.2 billion) in 2008. Founded in 1876 with the headquarters in Stockholm, Sweden, Ericsson is listed on OMX NASDAQ, Stockholm and NASDAQ New York.

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