



The Car in the CONNECTED SOCIETY

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TOWARDS THE NETWORKED SOCIETY



Networked Society

CONSUMER DRIVEN



“CONNECT YOUR
USERS”

BUSINESS DRIVEN



“CONNECT YOUR ECO-
SYSTEM”

SOCIETY DRIVEN



“CONNECT TO OTHER ECO-
SYSTEMS”

CONSUMER PERSPECTIVE



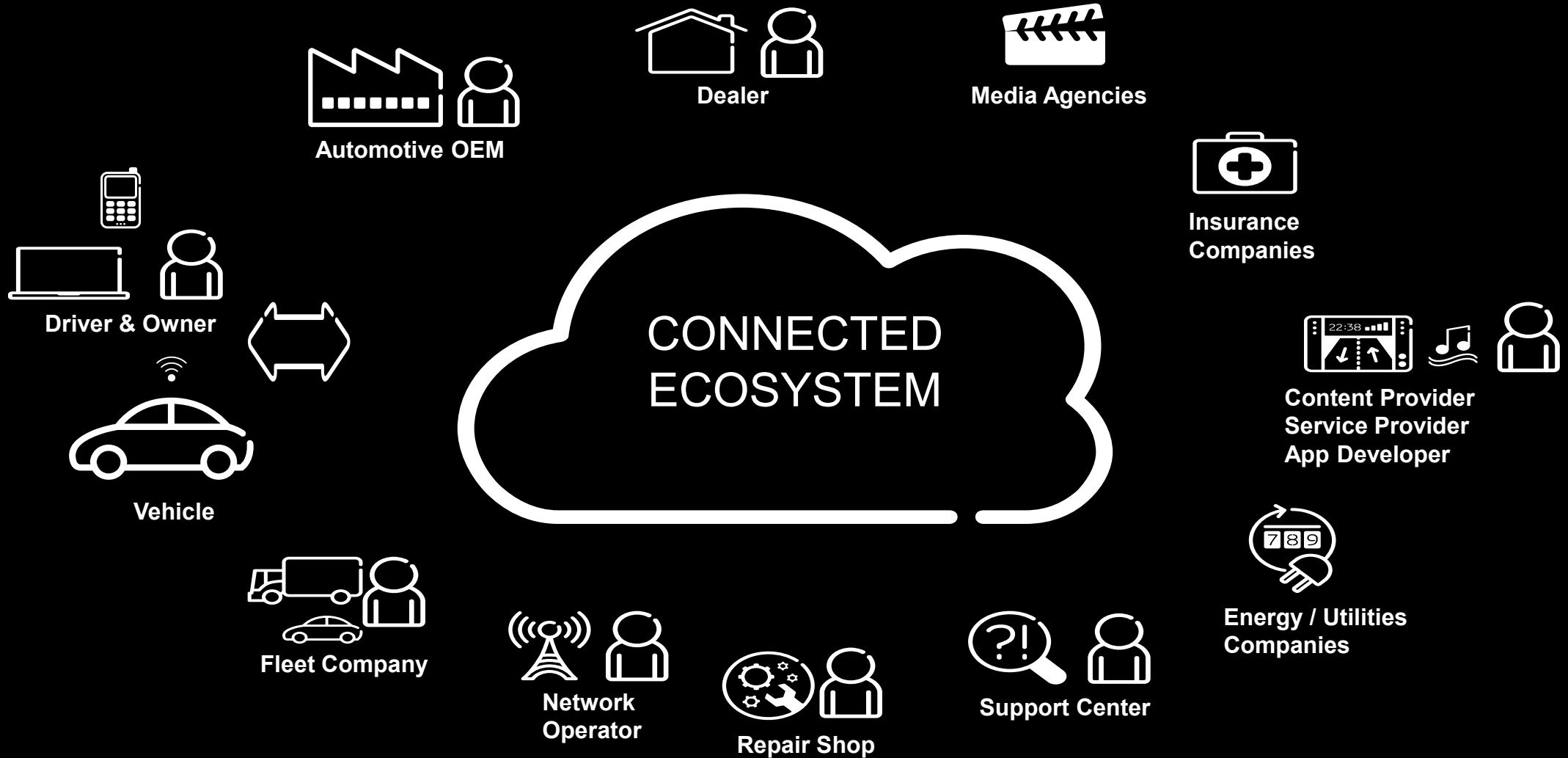
- › 50 % of all drivers surveyed worldwide would switch brands to a comparable brand to get Connected Car services.
- › 72 % of drivers would delay a car purchase by one year to buy a car with connected Car services from their preferred brand.
- › 65 % of drivers surveyed after learning about Connected Car services consider them an important feature in their next car.



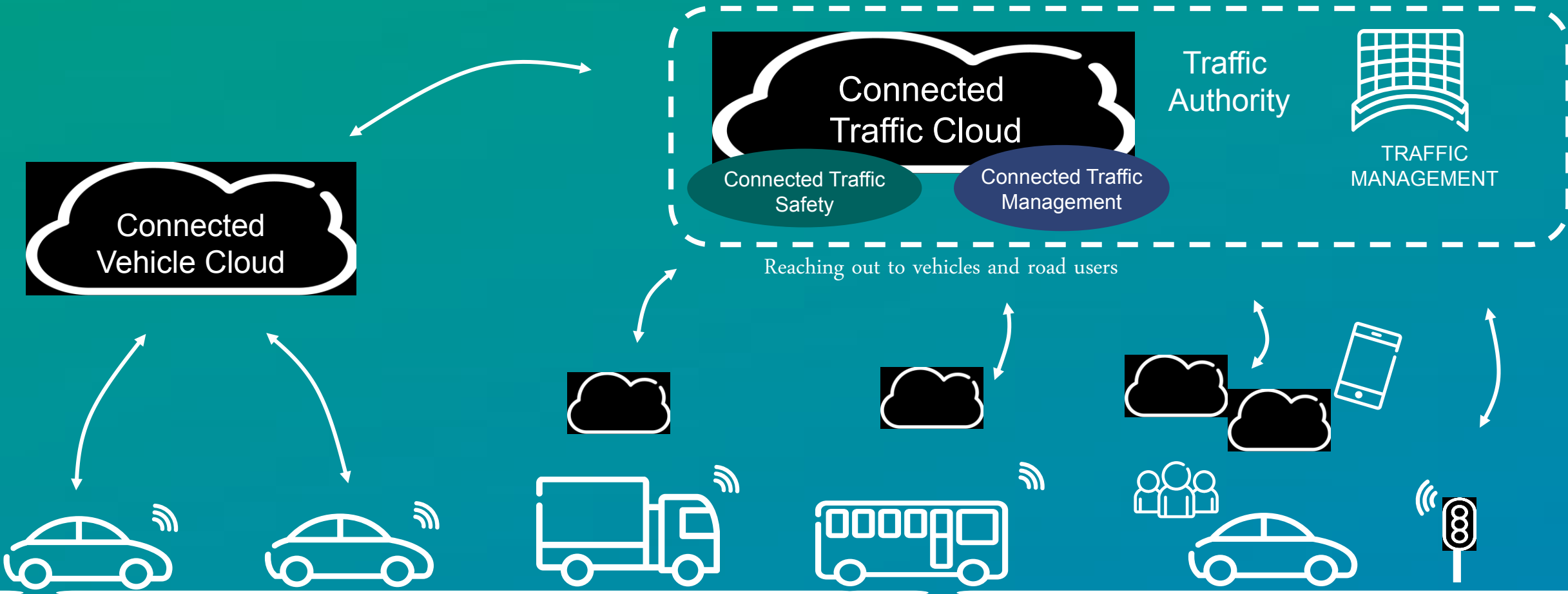
AT&T Drive Studio & Ericsson ConsumerLab study in July/August 2014:
United States, Germany, Brazil, Japan and China.

http://about.att.com/story/Aatt_drive_studio_and_ericsson_release_global_study_on_connected_car_buyers.html

BUSINESS PERSPECTIVE

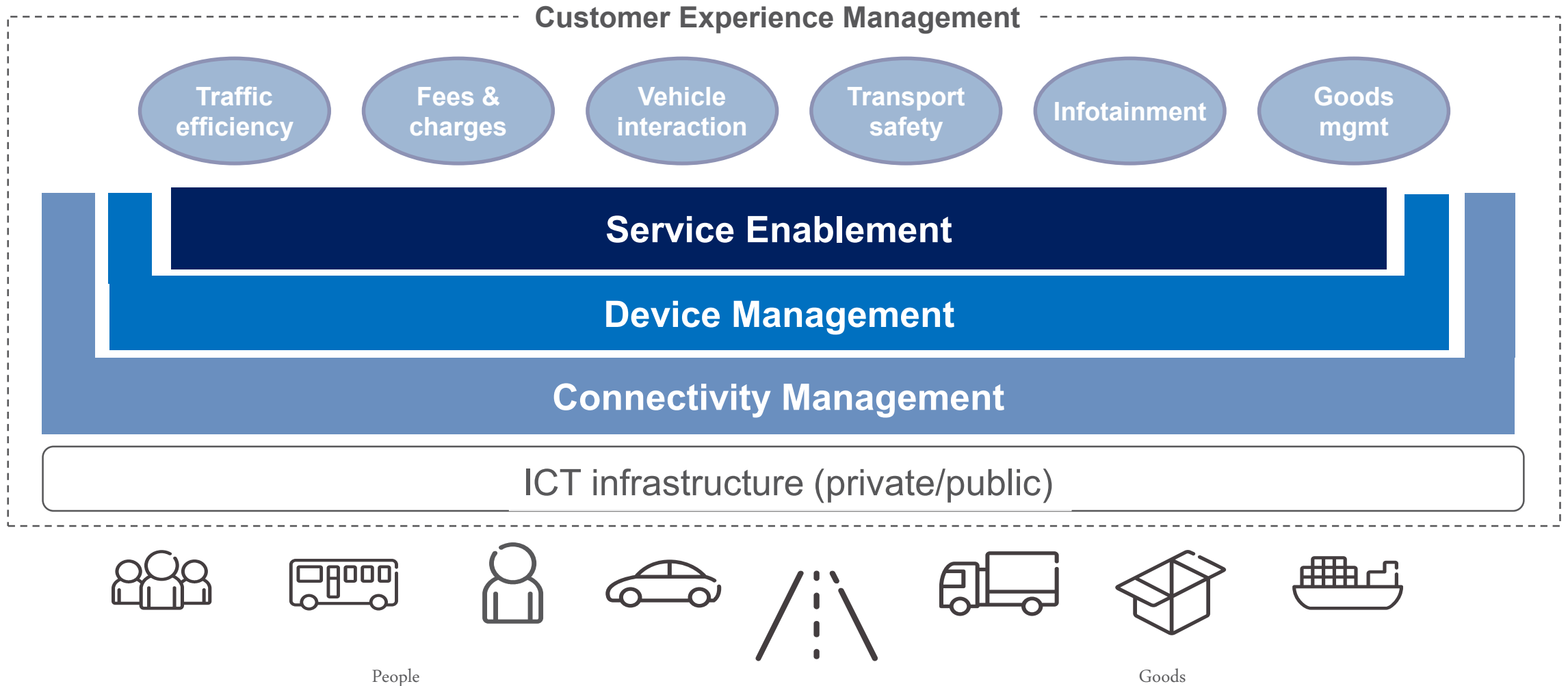


Society Perspective



Sharing aggregated anonymous data

Ericsson framework for Intelligent Transport





TELECOM OPERATORS

PUBLIC SAFETY

TRANS-PORT

UTILITIES

TV & MEDIA

35,000	Patents
25,000	R&D Employees
\$5B	In R&D

1 billion	Subscribers managed by us
#1	LTE (4G) Market share in the worlds largest 100 cities
2.5 billion	Subscribers supported by us
65,000	Services Employees

\$33B	Net Sales 2014
180	Countries with customers
118,000	Employees



ERICSSON