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Ericsson unveils mobile phone equipped for communication and organisation

18th March 1999 - Ericsson unveiled today the Ericsson R380, a small-sized dual band mobile phone with in-built PDA (Personal Digital Assistant) functionality. The R380 is based on the EPOC operating system and features all required communications tools as well as calendar, in-built modem and a full graphic display with touch screen. The Ericsson R380 is based on new technology and design platforms and is one of two WAP-enabled and EPOC-based products that Ericsson unveils at CeBIT, the other being the mobile companion MC218.

The R380 has the size of an ordinary mobile phone, with the keypad placed on the flip. Simply open it and the mobile phone turns into a communication and organisation tool filled with useful applications. When using the phone in this mode the large landscape display gives the user the opportunity to read and write notes and e-mail, and check the calendar and address book in an efficient way. The R380 is the second phone in Ericsson's R-class, high performance products packed with features and new capabilities.

In R380, telephony, e-mail, fax and SMS will give the user all the required communication tools. In-built modem and infrared communication possibilities makes the R380 a complete communications device. On top of that the R380 has an address book, a calendar, a voice note recorder, a notepad and other personal organisation tools. The R380 features hand writing recognition, voice dialling and voice answering. Synchronisation of user information between R380 and a PC will be supported. To access information R380 will support Internet WML browser (WAP).

"R380 is first and foremost a mobile phone. We think that the form factor is essential for products in this category. By using a large display and focus on the user interface, we have made it possible to handle a lot of functionality within a device that is no bigger than an ordinary mobile phone," said Jan Ahrenbring, Vice President Marketing and Communications at Ericsson Mobile Communications.

To access information from the Internet, R380 supports WAP (Wireless Application Protocol). Developed specifically for mobile use the Mobile Internet service (based on WAP) is a unique function offering quicker access to the Internet.

The Ericsson R380 is equipped with the EPOC operating system. Developed by Symbian, especially for wireless information devices, this operating system is easier to operate, less power consuming, faster, and more versatile than others. EPOC offers the user a fully featured suite of personal information management as well as productivity and communication applications.

Based on a new platform, the R380's components draw less current and thereby ensure work times, which will fulfil requirements from active users. Batteries are made from lithium ion. Ericsson has developed an all-new series of accessories, which form an intelligent communications concept together with the phone.

R380 features include:

- GSM 900/1800 dual band
- In-built modem
- EPOC operating system
- Flip with keys
- Large display

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- Touch screen with back light
- Infrared communication
- Size as a mobile phone
- Address book
- Calendar
- E-mail and SMS
- WAP browser
- Voice notes
- Notepad
- Speaker phone
- Calculator
- Alarm clock
- PC synchronisation
- Ericsson Mobile Internet

The Ericsson R380 will be available in volume early 2000.

Pictures of the new Ericsson R380 can be downloaded from:
http://www.ericsson.se/pressroom/phli_p.shtml

Additional information about Ericsson mobile phones is available on the World Wide Web at <http://mobile.ericsson.com>

Additional information about EPOC and Symbian is available at
<http://www.symbian.com>

Additional information about WAP is available at <http://www.wapforum.org>

Ericsson is the leading provider in the new telecoms world, with communications solutions that combine telecom and datacom technologies with freedom of mobility for the user. With more than 100,000 employees in 140 countries, Ericsson simplifies communications for its customers - network operators, service providers, enterprises and consumers - the world over.

FOR FURTHER INFORMATION, PLEASE CONTACT

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