

Compete in the digital evolution



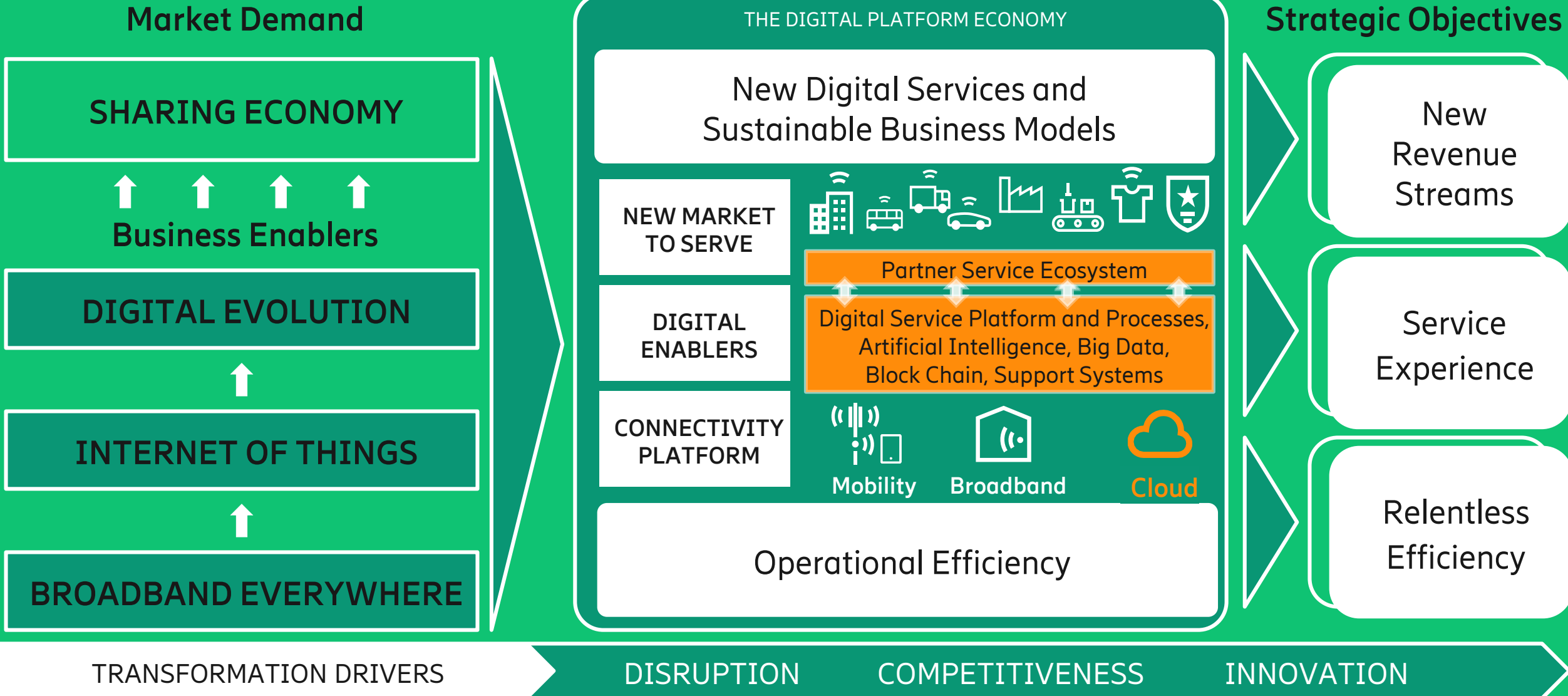
ERICSSON



Riccardo Mascolo

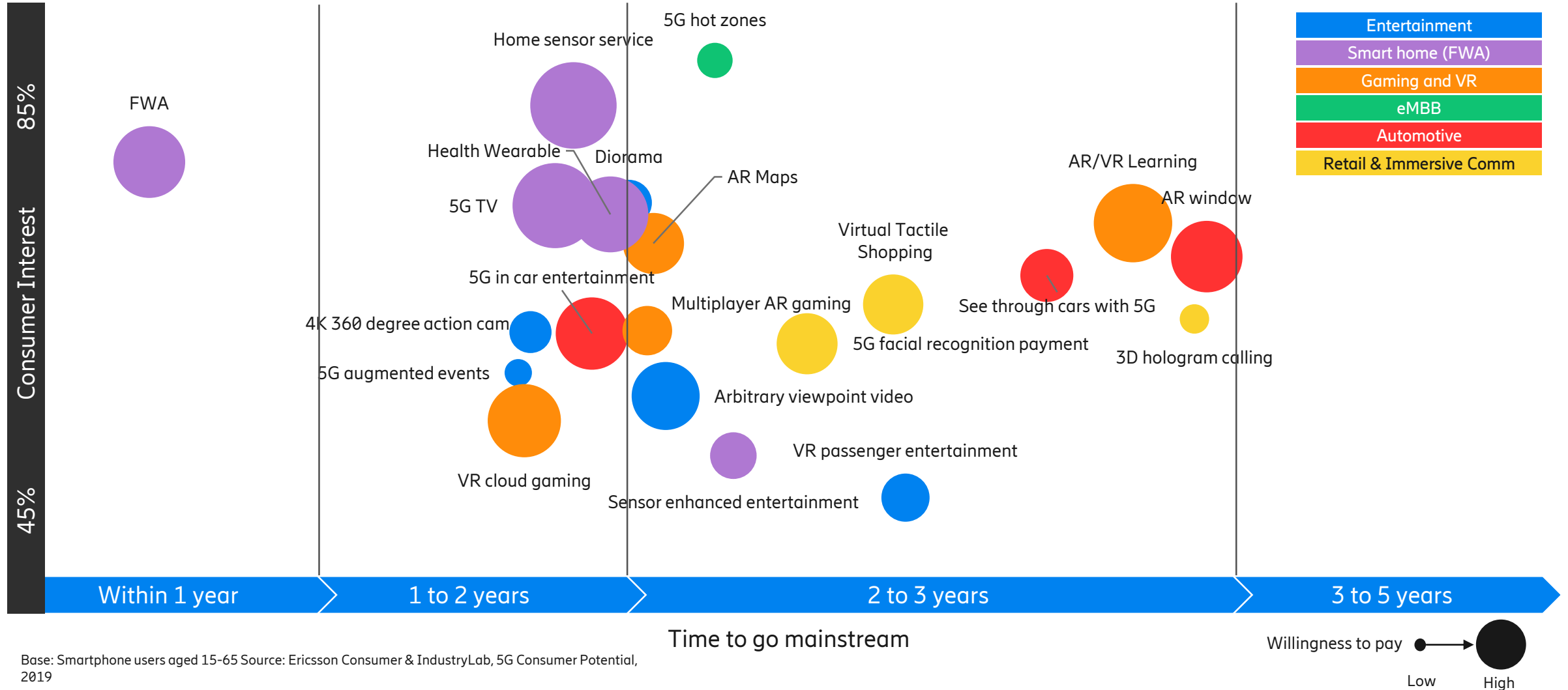
Head of Strategy and Business Development
Italy and South East Mediterranean
Market Area Europe and Latin America

Compete in the Digital Evolution



5G enabled services

Market demand and expectations are rising

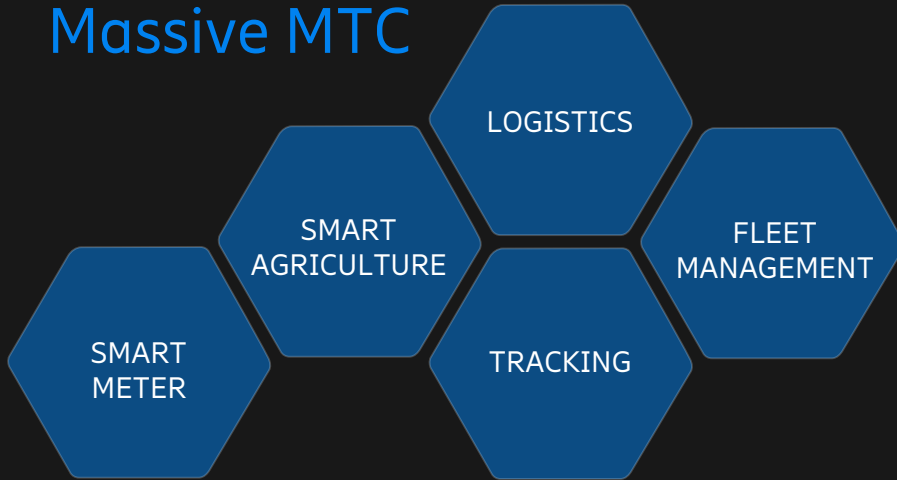


Base: Smartphone users aged 15-65 Source: Ericsson Consumer & IndustryLab, 5G Consumer Potential, 2019

5G is use case driven



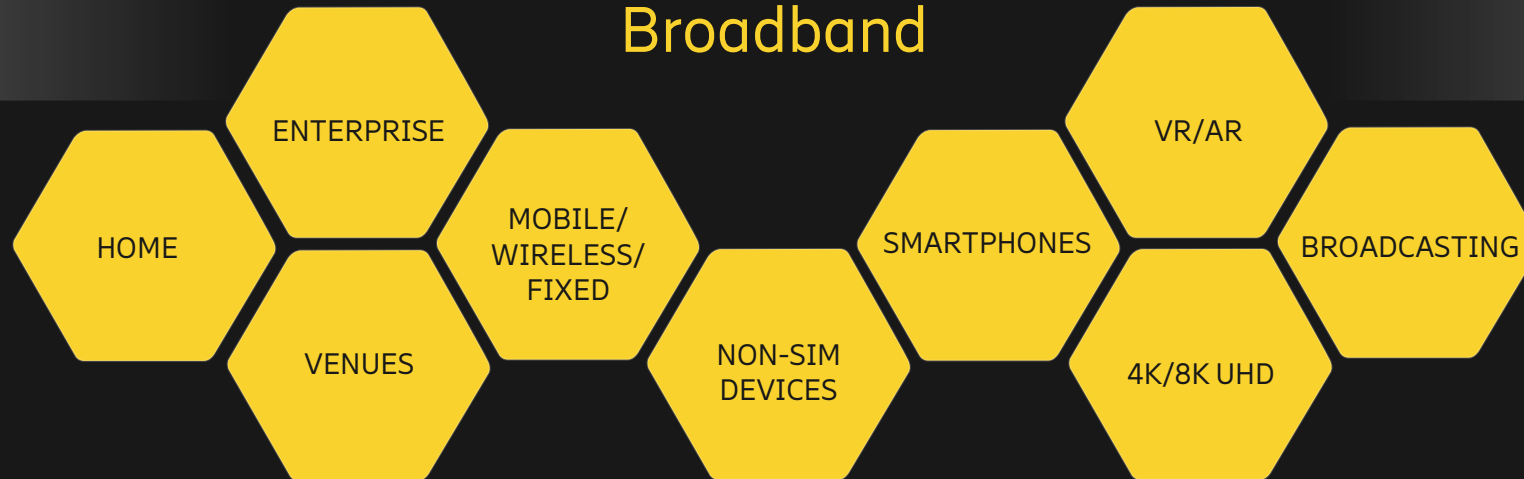
Massive MTC



Critical MTC



Enhanced Mobile Broadband

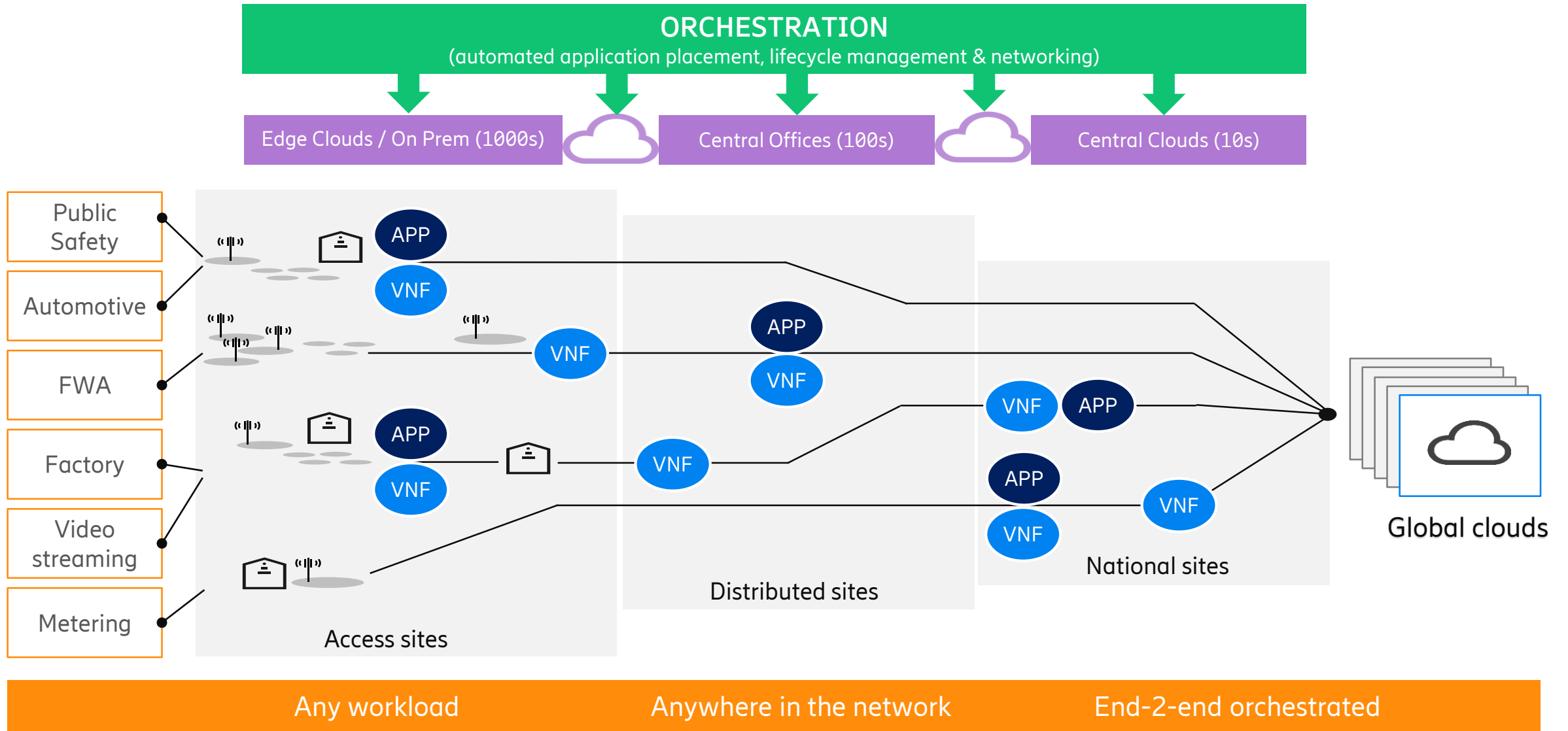


LOW COST, LOW ENERGY
SMALL DATA VOLUMES
MASSIVE NUMBERS

ULTRA RELIABLE
VERY LOW LATENCY
VERY HIGH AVAILABILITY

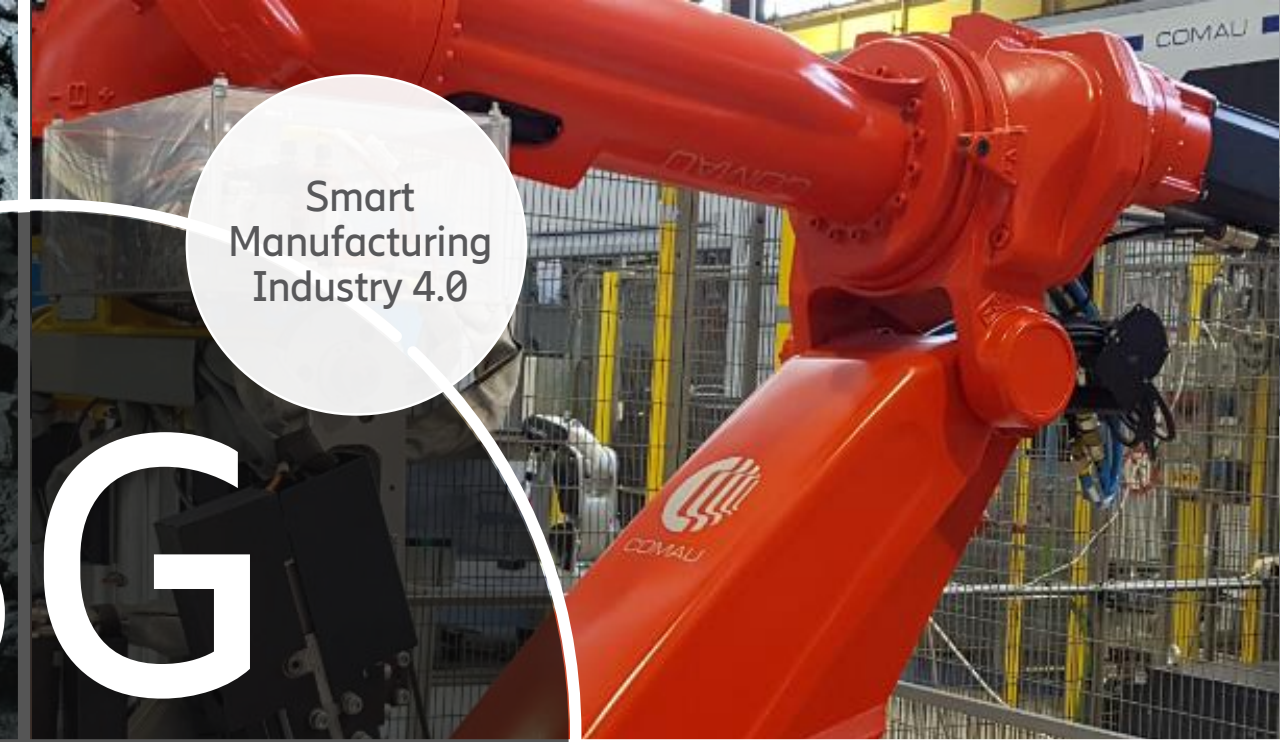
5G exploits distributed cloud

Brings the network closer to the user





Industry remote operation



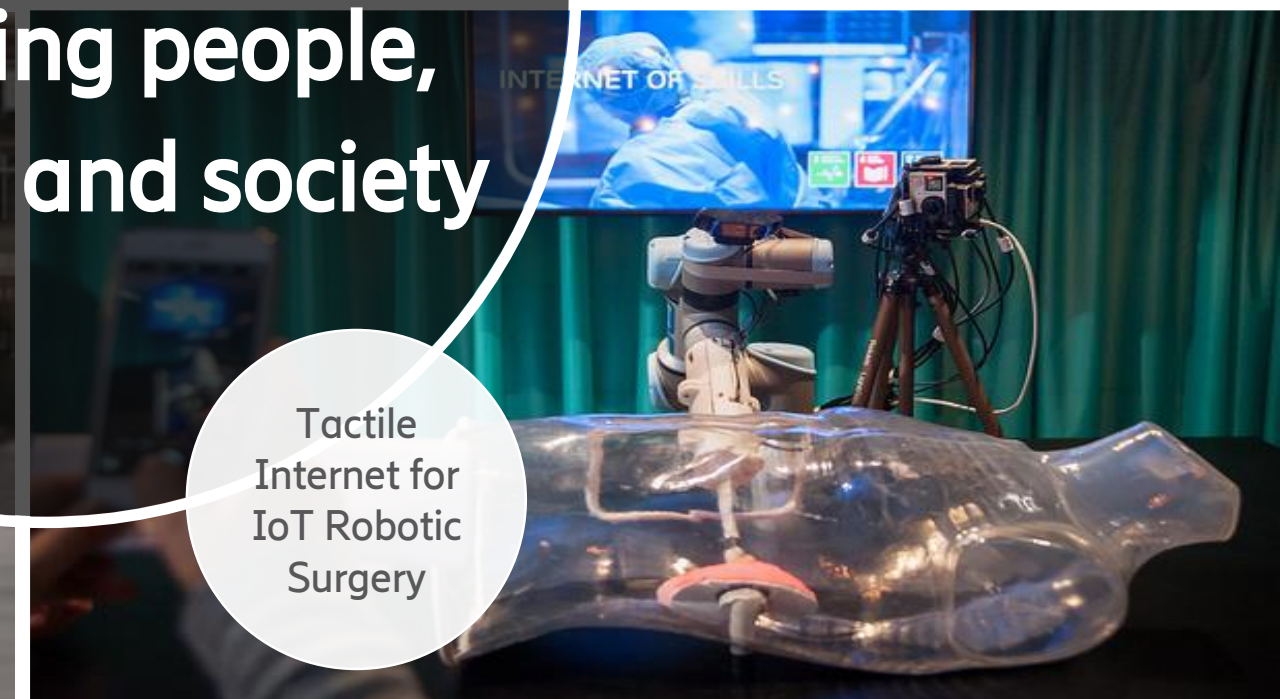
Smart Manufacturing Industry 4.0

5G

Connecting people, industries and society



Smart vehicles, transport & infrastructure



Tactile Internet for IoT Robotic Surgery