

Pacific Controls and Ericsson to bring Smart solutions in ICT

Ericsson and Pacific Controls partner to develop ICT enabled smart solutions for vertical industry sectors

Partnership aims to cut costs, increase revenues and enhance productivity for customers. Partnership reinforces Ericsson’s 50 Billion Connected Devices by 2020 vision

Ericsson (NASDAQ: ERIC) and Pacific Controls, a Dubai-based world class ICT enabled Software developer and provider of global total automation solutions, today announced a Memorandum of Understanding (MoU) to jointly develop ICT enabled smart solutions for vertical industry sectors. With the combined efforts and experience of both companies, Ericsson and Pacific Controls will enable customers to offer smarter services and products to their end-users.

The agreement calls for Ericsson and Pacific Controls to jointly cater to the business needs of sectors such as Energy, Utilities and certain areas of Government. With Ericsson as the global leading provider of telecommunication technology and services and its consulting and systems integration capabilities combined with Pacific Controls’ expertise in the fields of energy management, remote monitoring, controlling and M2M (Machine-to-Machine) applications, customers will be able to cut their costs, increase their revenues and enhance their overall productivity.

Commenting on the partnership, Dilip Rahulan Chairman & CEO of Pacific Controls said: “We are very pleased to collaborate with Ericsson. We are continuously offering

innovative technology solutions to add value to our customers’ businesses and enable them to achieve their goals.”

In addition to adding value to customers’ business and introducing initiatives to provide optimum benefits to end-users, the one year agreement is also in line with Ericsson’s 50 Billion Connected Devices by 2020 vision.

Anders Lindblad, President, Ericsson Region Middle East and North East Africa, said: “Offering customized solutions to enhance our customers’ business needs is one of Ericsson’s main objectives. This collaboration will enhance our customers’ productivity and reduce operational costs, and enrich the lives of their end users.”

About Pacific Control Systems L.L.C:

Pacific Control Systems L.L.C. (“PCS” or the “Company”) is one of the leading information and communication technology (ICT) enabled machine-to-machine (M2M) automation and control solutions providers globally. PCS has developed a complete integrated managed solution platform “Galaxy” and “Gbots”, its software robots, deployed across networks for connecting smart devices, buildings and whole cities wirelessly to IT infrastructure and enterprise systems for real-time delivery of managed services. The Company operates in three primary (M2M) segments which are

- (i) ICT enabled Managed Facility Automation & Infrastructure Solutions (Automation)
- (ii) Remote Monitoring and Management Solutions and
- (iii) Managed Energy Services.

PCS has established global leadership in this area by delivering most of the world’s largest ICT enabled projects to date. In addition to developing the necessary hardware and software components to support this strategy, the Company has also successfully delivered systems integration at the enterprise level and has developed the world’s first Enterprise City Management Platform called “Galaxy” on the Pacific Controls Cloud, for deployment in cities around the world.

www.pacificcontrols.net

About Ericsson Region Middle East and Africa:

Our 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 2 billion subscribers and has the leading position in managed services. The company’s portfolio comprises 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 being the “prime driver in an all-communicating world” through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 90,000 employees generated revenue of SEK 203.3 billion (USD 28.2 billion) in 2010. Founded in 1876 with the headquarters in Stockholm, Sweden, Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ New York.

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