

Swedish telecom giant Ericsson demonstrates Proximity Voice Chat in Entropia Universe at CES in Las Vegas.

Las Vegas, January 11, 2012 - In a keynote speech at the Consumer Electronics Show (CES) in Las Vegas, Mr. Hans Vestberg, President and CEO of Swedish telecom giant Ericsson, demonstrated the Proximity Voice Chat system used in Entropia Universe.

The demonstration was part of a 60-minute presentation about Ericsson's role in developing the Networked Society.

The Proximity Voice Chat system in Entropia Universe enables players to hear, and talk to, anyone within a 30-meter radius. There is also a Team Chat function that enables more efficient communication in PvP areas.

The Proximity Voice Chat system has been jointly developed by Ericsson and MindArk.

Check out the presentation in its entirety here:

http://www.ericsson.com/se/news/120112_hans_vestberg_keynote_speech_consumer_electronics_show_244159020_c.

Skip to 13 minutes and 40 seconds into the presentation to see Vestberg's demonstration of the Proximity Voice Chat system.

About MindArk

Sweden-based MindArk is the developer of the virtual 3D environment Entropia Universe. It is the leading platform for micro transaction driven 3D virtual worlds and MMO games. Entropia Universe is a 3D internet virtual environment with a unique, integrated economic system and stunning graphics. The Entropia Platform is a secure entertainment and business platform, enabling companies and organizations all over the world to build content on differently themed planets all connected inside Entropia Universe.

<http://www.entropiauniverse.com>

<http://www.mindark.com>

About Ericsson

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.

Ericsson is advancing its vision of being the "prime driver in an all-communicating world" through innovation, technology, and sustainable business solutions. Working in 180 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.

www.ericsson.com