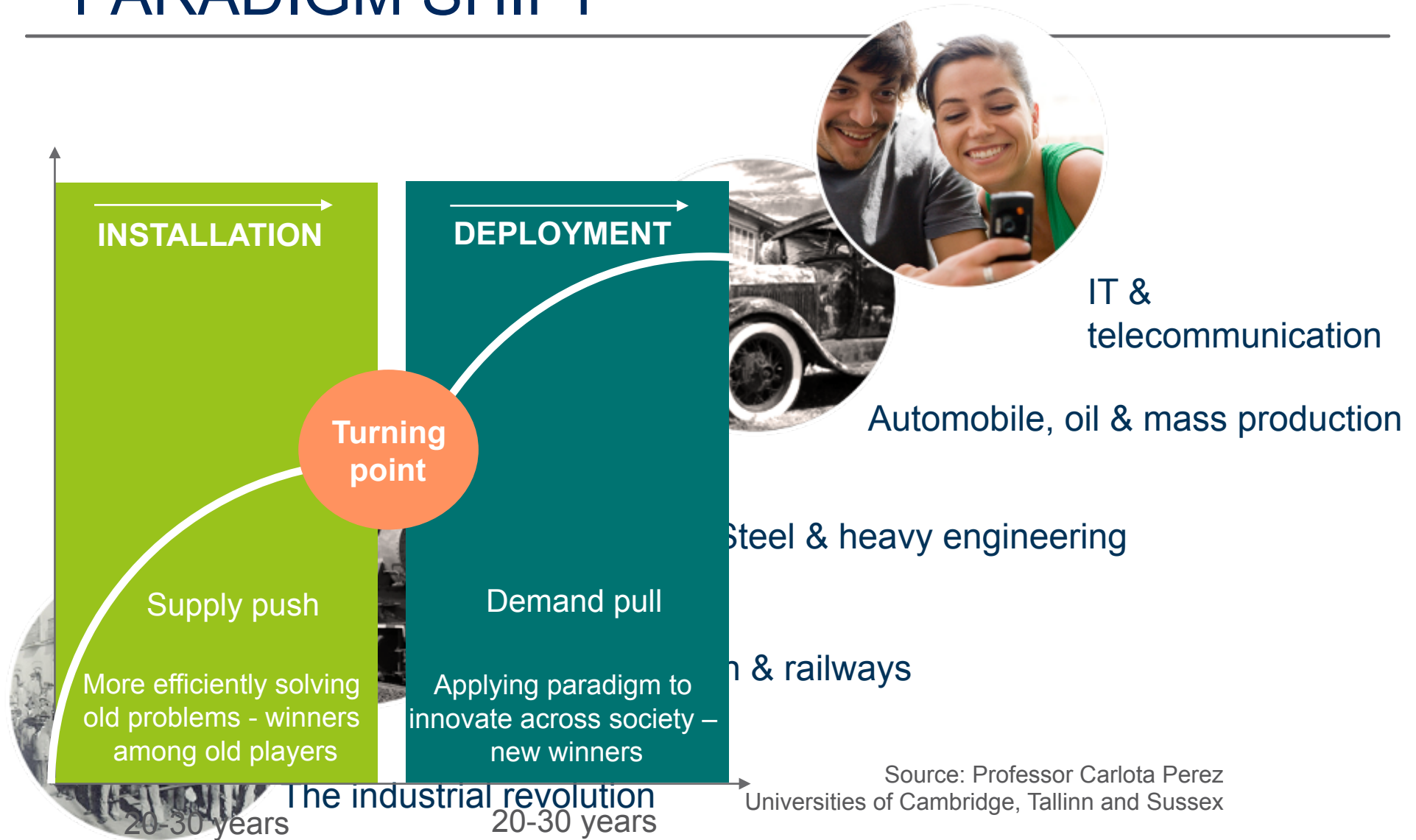


A photograph of a person climbing a large, dark rock face. The climber is in the foreground, wearing a blue shirt and a backpack, and is reaching up. In the background, another person is visible on the rock face. The landscape is rugged and mountainous, with a cloudy sky.

# A CONNECTED WORLD

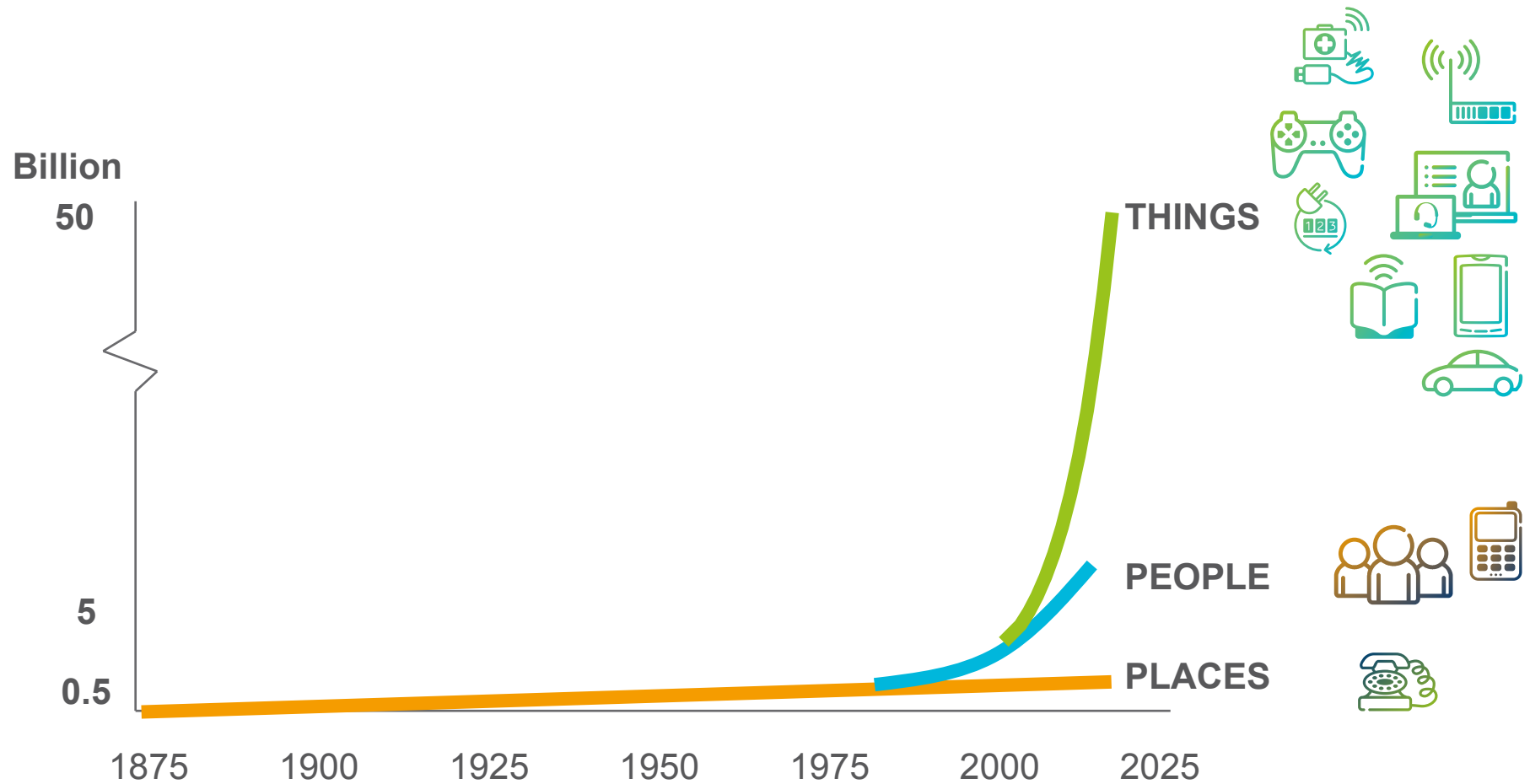
50 billion connected devices by 2020

# The Next techno-ECONOMIC PARADIGM SHIFT



Source: Professor Carlota Perez  
Universities of Cambridge, Tallinn and Sussex

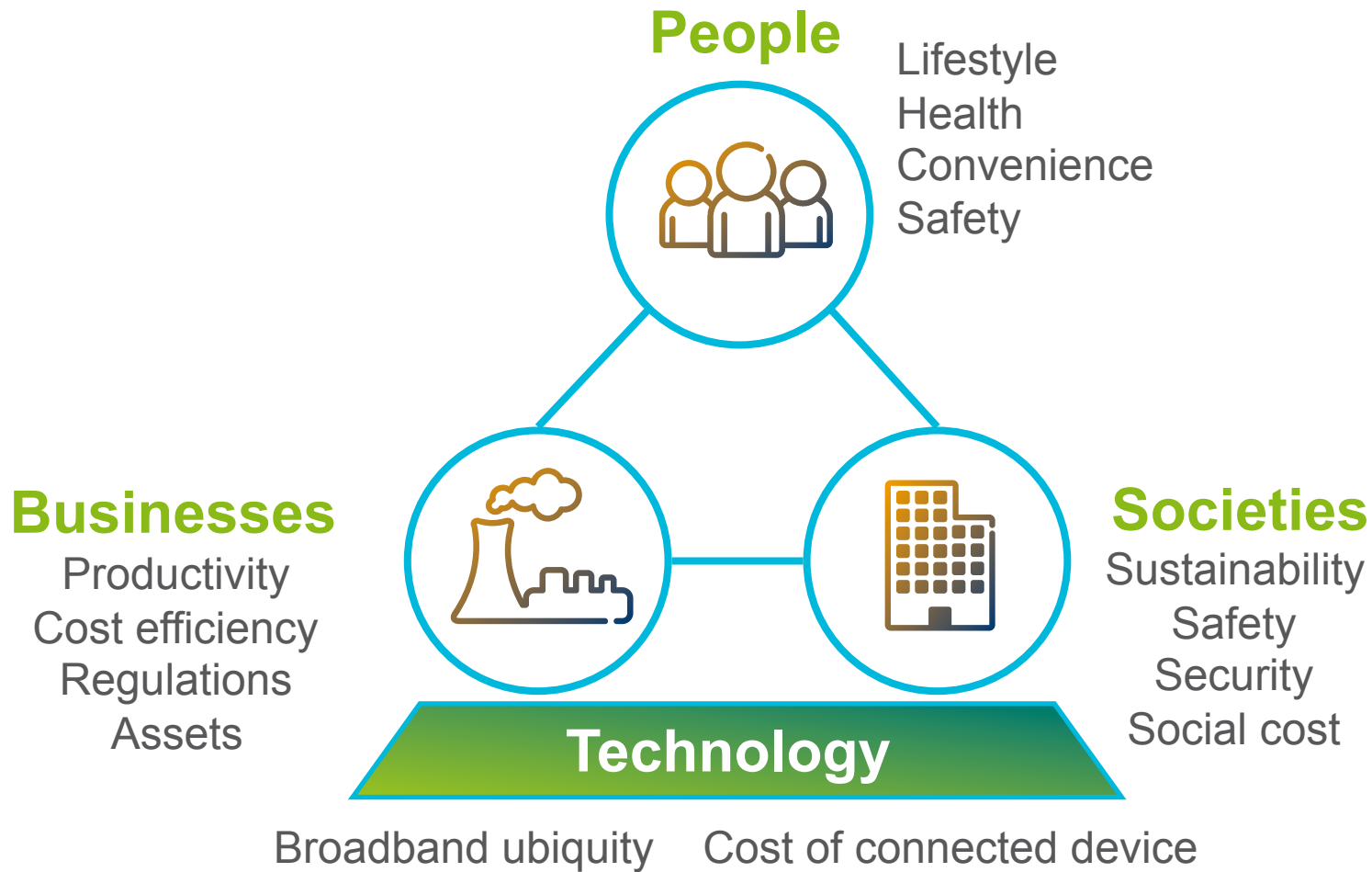
# Anything that benefits from A network connection will connected



Source: Ericsson



# Drivers for networked everything



# FROM Phone TO almost ANYTHING



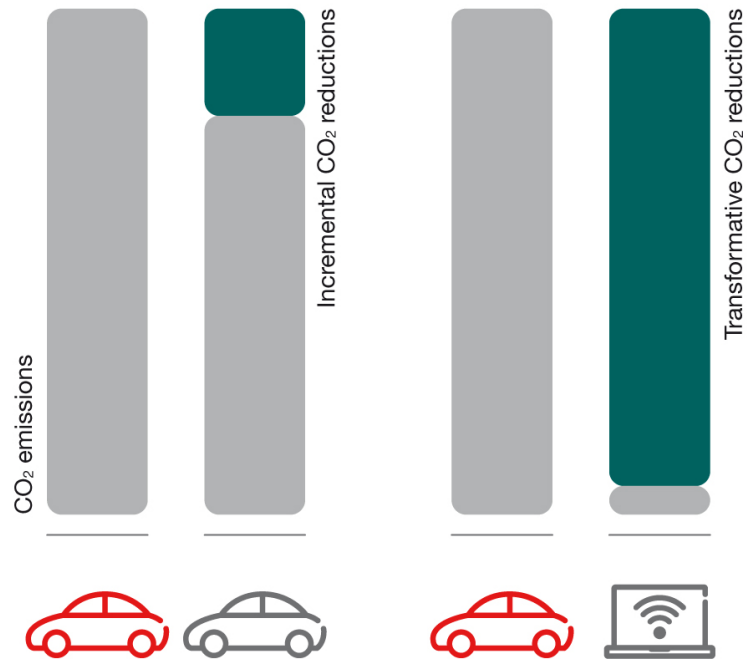
Established

Emerging

# ENVIRONMENTAL DRIVERS for connecting more PEOPLE and THINGS



## INCREMENTAL AND TRANSFORMATIVE CHANGE



15% CO<sub>2</sub> savings ~ € 600b. by 2020



# STOCKHOLM ROYAL SEAPORT RECAP

2010

2030



A world-class environmental urban neighborhood



A showcase for energy and environmental solutions



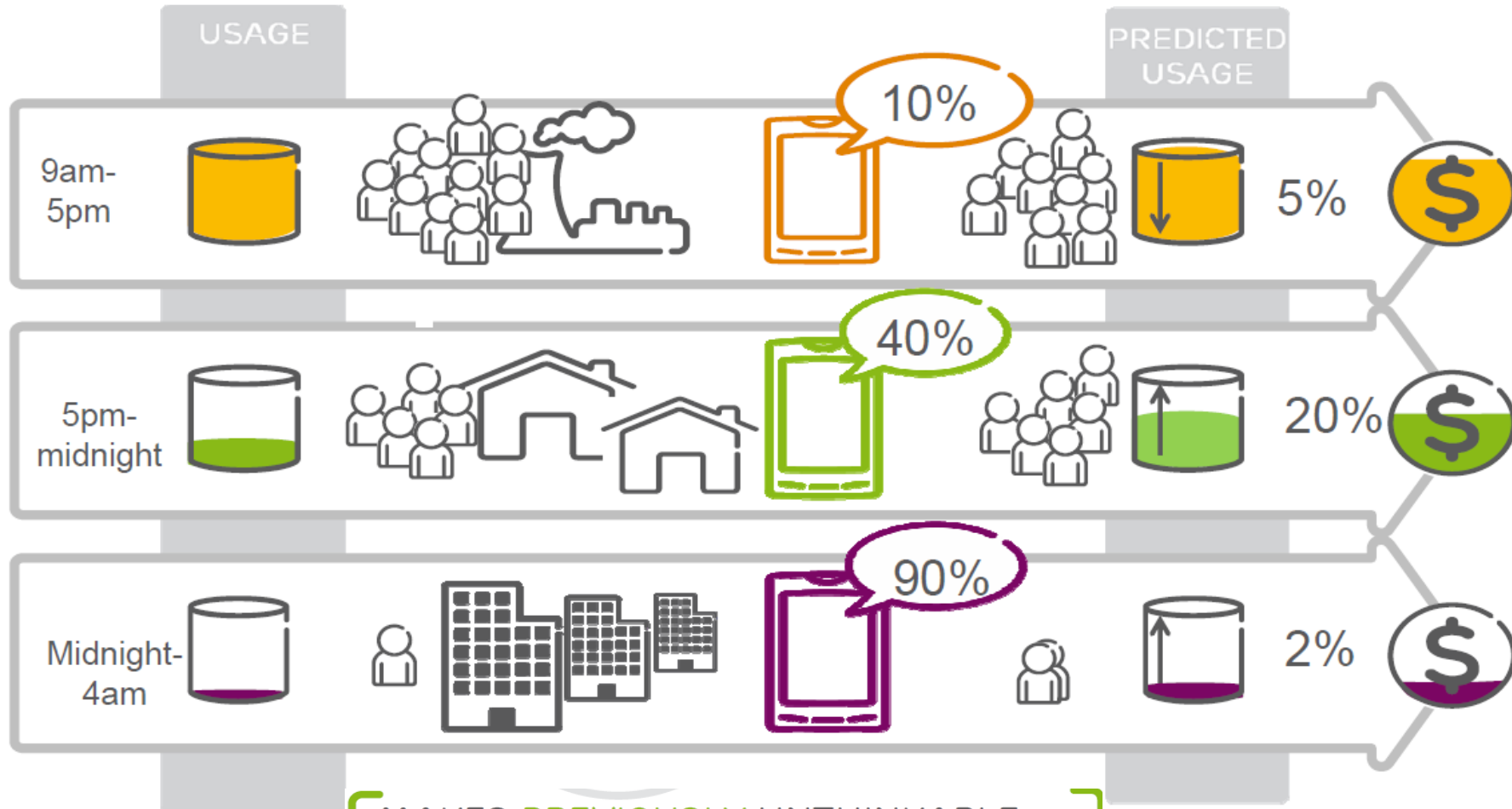
10 000 new apartments  
30 000 workplaces





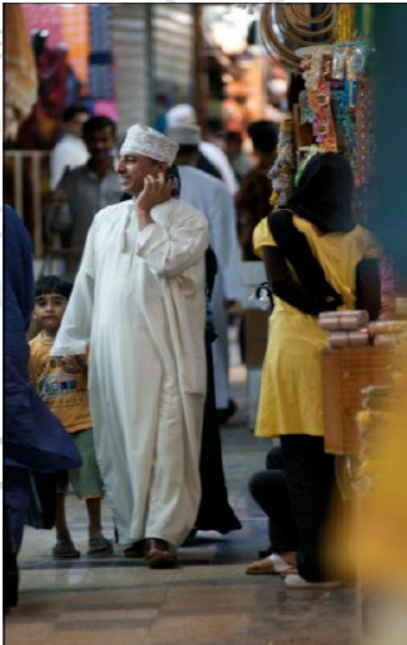


# DDS: DYNAMIC DISCOUNTING SOLUTION



MAKES PREVIOUSLY UNTHINKABLE BUSINESS MODELS POSSIBLE

# THANK YOU



[craig.donovan@ericsson.com](mailto:craig.donovan@ericsson.com)

Senior Researcher

Ericsson AB





**ERICSSON**