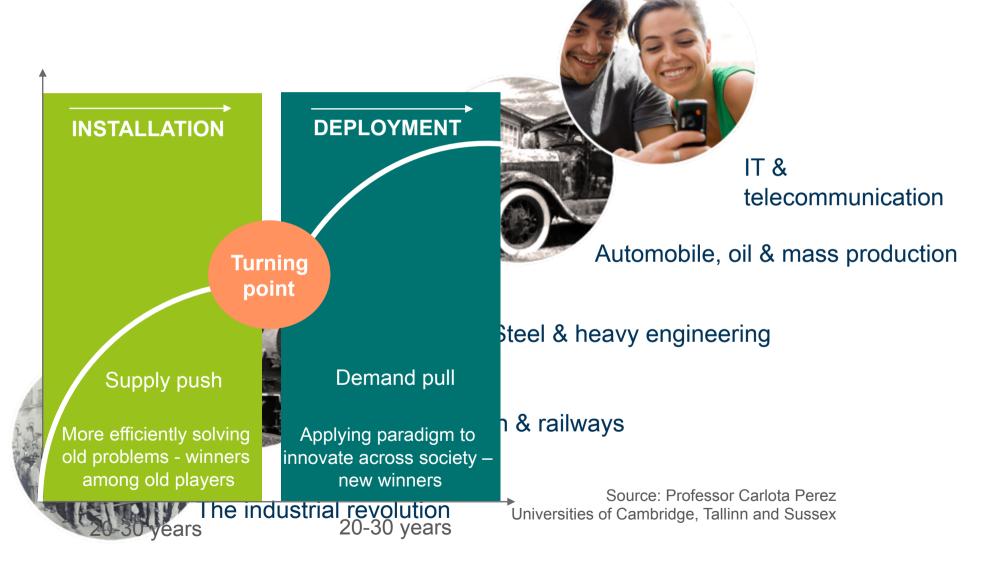
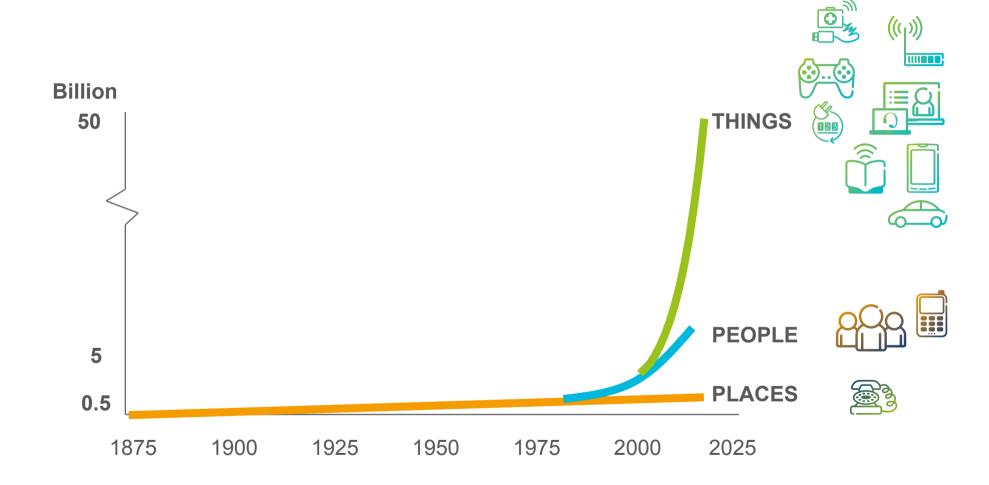


The Next techno-ECONIMIC PARADIGM SHIFT





Anything that benefits from A network connection will connected



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ÑÒÓÔŐÖרÙÚÛÜŶI vùúûüýþÿĀāĂäąĆćĊċ ¡ĹĺĻĮĽľŁŀŇńŊŋŇňŎŐő ŲųŴŵŶŷŸŹźŻżŽžŢŞş «‹x€™−≤≥fifl

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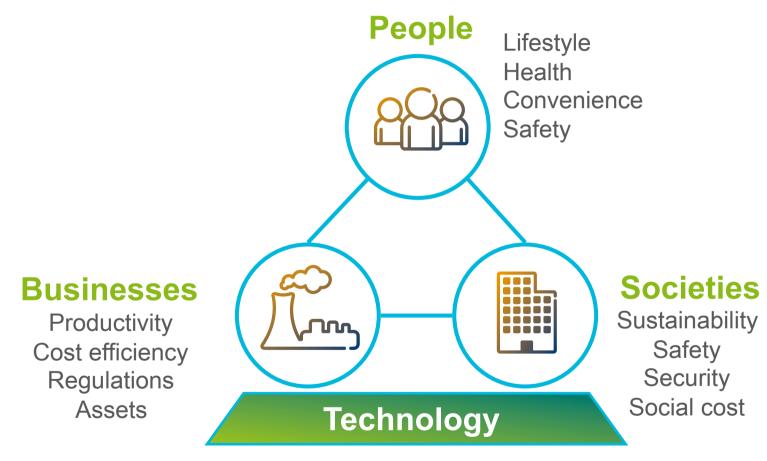
ΞΟΠΡΣΤΥΦΧΨΪΫΆΈΉΊ ΪΫΌΎΩ

ЖЗИЙКЛМНОПРСТУФ ЗИЙКЛМНОПРСТУФХ БЊЋЌЎЦѢѢӨӨVVҐҐә

Source: Ericsson



Drivers for networked everything



Broadband ubiquity Cost of connected device

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ЗИЙКЛМНОПРСТУФХ

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FROM Phone TO almost ANYTHING

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ЖЗИЙКЛМНОПРСТУФ ЗИЙКЛМНОПРСТУФХ БЊЋЌЎЦѢѢӨӨVVҐҐэ

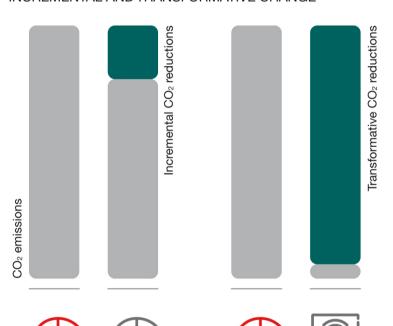


Established

Emerging

ENVIRONMENTAL DRIVERS for connecting more PEOPLE and THINGS

INCREMENTAL AND TRANSFORMATIVE CHANGE







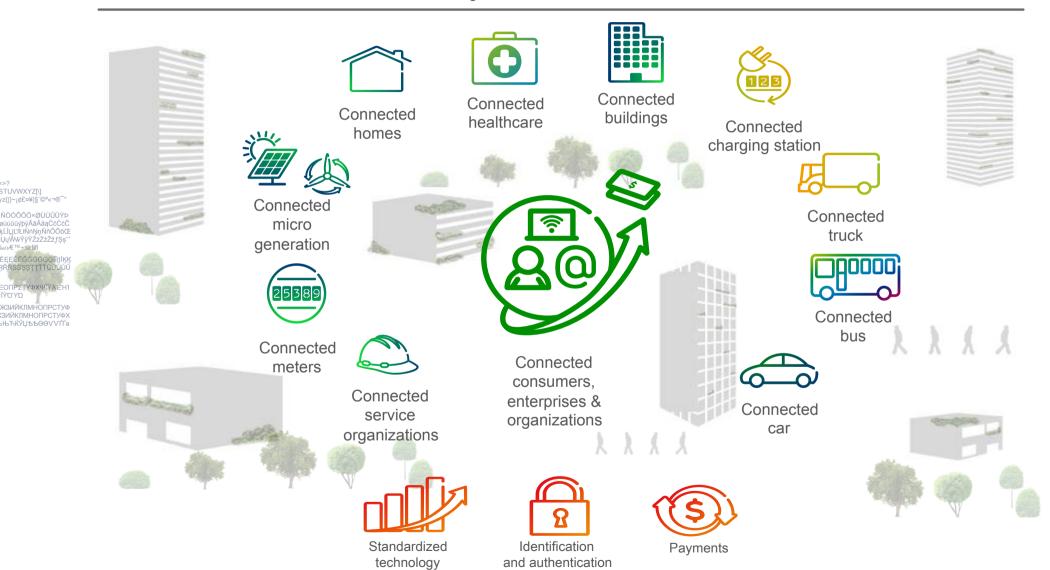
15% CO₂ savings ~ € 600b. by 2020

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ЗИЙКЛМНОПРСТУФХ



The Connected city



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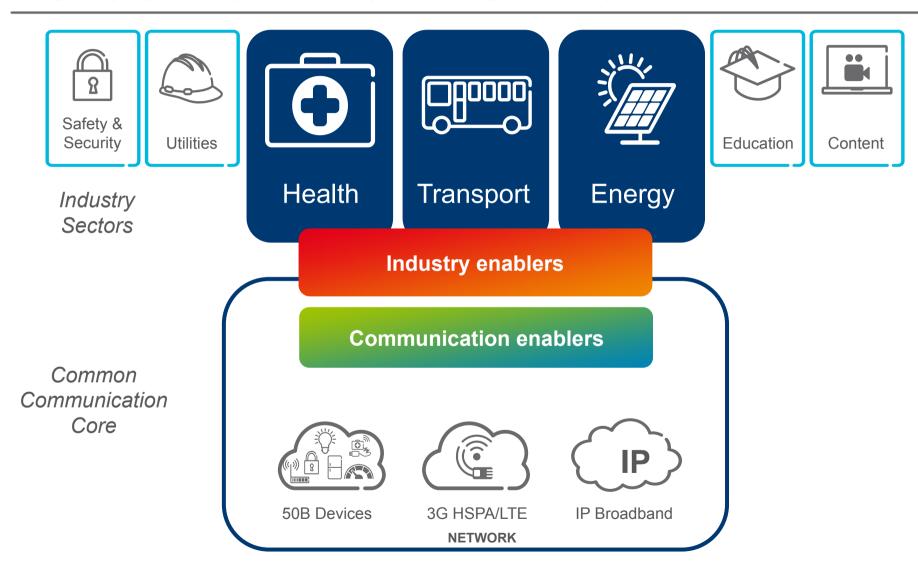


STOCKHOLM ROYAL SEAPORT RECAP





STOCKHOLM ROYAL SEAPORT



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ķĹĺĻľĽľŁłŇńŊņŇňŌŐőŒ ŲųŴŵŶŷŸŹźŻżŽžƒŞş^` ‰;∕e™−≤≥fifl

ЕОПРΣТУФХΨЇЎАЕНІ ЇЎОΎΩ ЖЗИЙКЛМНОПРСТУФ ЗИЙКЛМНОПРСТУФХ ЫЪЋІЎИѢЪӨӨVVҐҐЭ



DDS

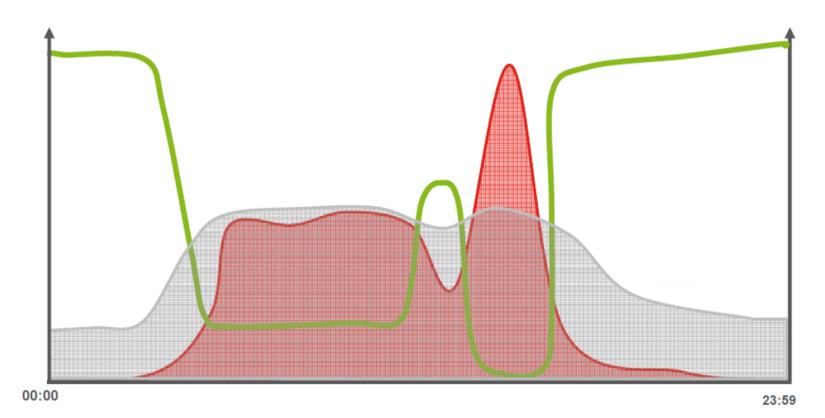
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ÑÒÓÔÖÖרÙÚÛÜÝÞ øùúûüÿÞÿĀāĀāąĆċĊċČ ġĹÍĻĽŀĿŀŇńŅņŇñŌŐŒ ŲųŴŵŶŷŸŹźŻźŽźſŞş~ ‱√€™−≤≥fifl

ĖĘĘĔĚĞĞĠĠĢĢĪĪĮĮİĶĶ ŖŘŘŚŚŞŞŢŢŤŤŪŪŮŮŰ

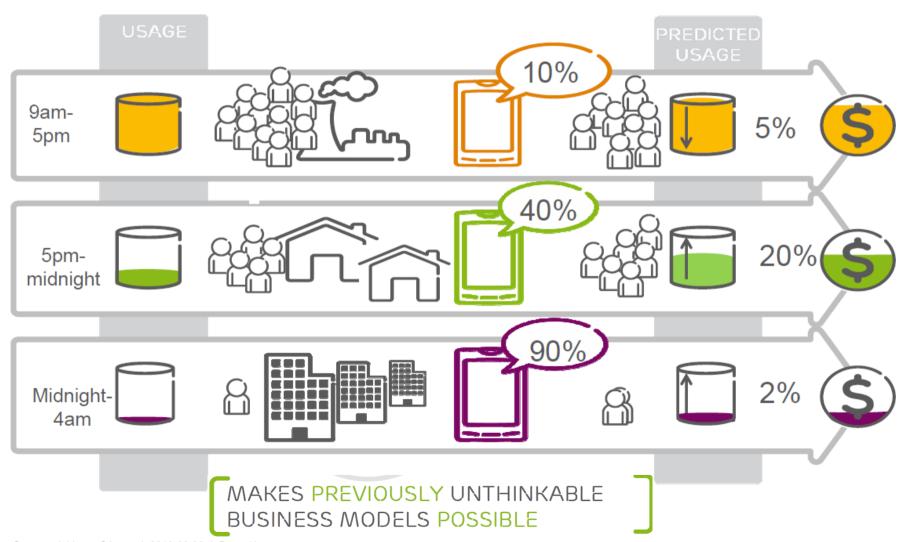
ΞΟΠΡΣΤΥΦΧΨΪΫΆΈΉΊ ΪΫΌΎΩ

ЖЗИЙКЛМНОПРСТУФ (ЗИЙКЛМНОПРСТУФХ ЫЪЋЌЎЏѢѢӨӨVVҐҐә





DDS: DYNAMIC DISCOUNTING SOLUTION



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ţĹĺţļĽĽŘŇňŊÑňŌÖŏŒ
ŲųŴŵŶŷŸŹźŽžŽžƒŞş*`

ŖŘŔŚŚŞŞŢŢŤŤŰŰŮŰŰ EONPSTYФXΨĬŸÄŒHI

ЖЗИЙКЛМНОПРСТУФ ЗИЙКЛМНОПРСТУФХ

ььткўцььююуугга



THANK YOU

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ЖЗИЙКЛМНОПРСТУФ (ЗИЙКЛМНОПРСТУФХ ЫЪЋЌЎЏѢѢӨӨVVҐҐә



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Senior Researcher

Ericsson AB

