



ST-ERICSSON – MAKING MOBILE PHONES SMARTER AND SMARTER

Once confined to a high-end niche, smartphones are now becoming mass-market products. Soaring demand for these feature-rich handsets, which can access any web service and be enhanced with thousands of downloadable applications, is being met both by traditional phone makers and new entrants from the PC and consumer electronics industries.

ST-Ericsson's family of NovaThor™ smartphone and

tablet platforms includes powerful solutions that can run high-definition video and rich, animated 3D graphics and advanced imaging with ease, as well as highly cost-effective solutions that are helping to bring down the price of smartphones for all, while still offering a compelling user experience. The NovaThor™ platforms are designed to support the leading open operating systems, including Symbian, Android and Windows Phone.

In 2010, the handset industry shipped almost 300 million smartphones worldwide, by 2015 this number is forecast to rise to over one billion according to iSuppli in April 2011. In comparison the market for tablets is still relatively small but grows even faster. In February 2011, iSuppli predicted that there will be twelvefold growth in tablet sales between 2010 and 2015.

Many of the leading smartphones on the market today use ST-Ericsson's technology to provide consumers with fast connections to mobile broadband networks and a high-quality multimedia experience.

HIGH-DEFINITION HANDSETS

At the high-end of the mobile device market, consumers are looking for a highly-engaging and immersive web multimedia experience associated with advanced consumer electronics. The current wave of cutting-edge smartphones and tablet computers have built-in camcorders capable of filming in full high definition (HD) and still cameras capable of taking photos made up of 20 million pixels, as well as support for immersive, high-speed 3D games and a desktop-style web browsing experience. These capabilities are all supported by ST-Ericsson's powerful NovaThor™ U8500, U9500 and U9540 platforms with integrated application

processors, modems and connectivity. These platforms are being selected by leading manufacturers to underpin a new generation of smartphones to be launched commercially in 2011 and early 2012.

Of course, even high performance smartphones still need to have all-day battery life so that people can stay continually connected on the move without having to stop to recharge their handset. One of the most effective ways to achieve a long battery life in a high performance handset is to use low-power silicon technology coupled with smart multi-core processor architecture. ST-Ericsson's NovaThor™ U8500 platform, for example, uses a very power-efficient dual-core architecture, which enables a handset to play 10 hours of HD video or 100 hours of music on one battery charge, when equipped with a standard 1,000mAh battery.

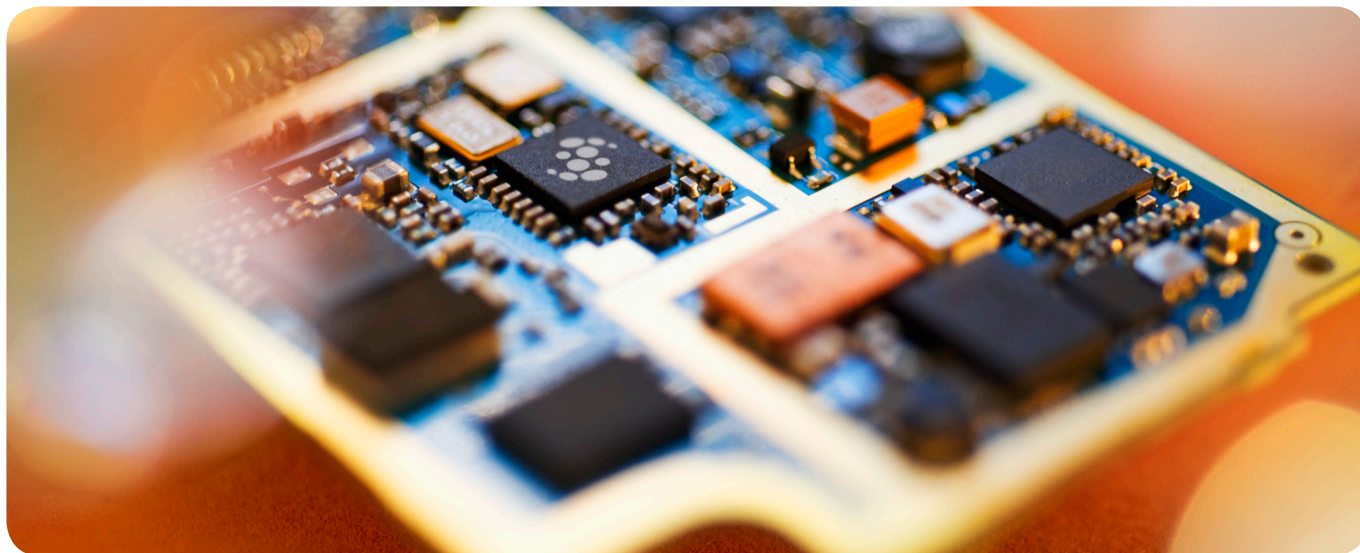
BRINGING SMARTPHONES TO THE MASSES

Not everyone will be able to afford or will want the most advanced handsets, so manufacturers are increasingly looking to broaden their smartphone portfolios for consumers to choose from a broad selection of models at different prices. ST-Ericsson is enabling its customers to do just this. ST-Ericsson's highly-integrated and very

power-efficient NovaThor™ U5500 platform, for example, is designed to power affordable smartphones that deliver a no-compromise experience. The NovaThor™ U5500 offers a dual-core processor and a powerful multimedia platform that will enable consumers to enjoy high-speed navigation, web browsing, video streaming, email, WiFi, up to 12 megapixel cameras, a 720p HD camcorder and a touch screen, among other features.

UNDER THE HOOD OF A SMARTPHONE

The smartphone is often justly described as the Swiss-Army knife of the mobile device market – the chipsets in these high-end handsets support an array of connectivity options, such as GSM, EDGE, HSPA, TD-HSPA, HSPA+, LTE, WiFi, Bluetooth, FM radio, GPS, NFC and USB, as well as a range of multimedia features, such as 3D graphics and multi-channel home-theatre audio quality and HD video. To incorporate all these components into a small, handheld device, ST-Ericsson has developed highly-integrated platforms, with built-in support for multimedia, radio and power-management functions, enabling compact, slim and power-efficient smartphones and tablets to be produced cost-effectively by device manufacturers.



Smartphones are built today using two distinct types of technical solutions. One approach integrates the application processor and the cellular modem into one piece of silicon, which keeps costs and power usage down, while the other keeps the modem and application processor separate, allowing greater flexibility. ST-Ericsson's NovaThor™ platforms enable device manufacturers to use both of these approaches, while still being able to reuse the same software and application architecture right across their portfolio. That means they can use a single platform investment to address a broad range of geographic markets and income groups.

ST-Ericsson's NovaThor™ solutions also enable device manufacturers to easily combine state-of-the-art application processors with the latest generation of thin modems to quickly bring to market very powerful smartphones and tablets for consumers wanting the most capable devices available.

MULTI-CORE PROCESSORS A STEP CHANGE IN PERFORMANCE

Multi-core processor architectures can increase the performance and power-efficiency of a smartphone or tablet computer, by splitting tasks between different processors, enabling the system to run at lower temperatures and suffer less power leakage. ST-Ericsson's Nova™ A9600 brings over 200 percent more mobile computing performance compared to the NovaThor™ U8500 platform. It features a dual ARM

Cortex-A15 with each core running up to 2.5GHz at very low power consumption thanks to very innovative power saving techniques. ST-Ericsson new Nova™ A9540 and A9500 include dual-core processors capable of running at clock speeds of 1.85GHz and 1.2GHz respectively.

INTEGRATED INTO THE WIRELESS ECOSYSTEM

Smartphones and tablets based on ST-Ericsson's platforms can run on a broad range of open mobile operating systems, such as Symbian, Android and Windows Phone, which enable consumers to enjoy a wide range of rich, multimedia applications and services. ST-Ericsson is contributing to the open source development of Symbian, Android, and Linux, while also supporting and driving open standards with Linaro, ETSI, the Linux Foundation, 3GPP, Jedec and Khronos.

Consumers are increasingly demanding the same full web service experience on smartphones that they enjoy on their PCs. That means smartphones need to support media Internet technologies, such as Flash, which enables YouTube and other highly-popular web video and games services.

ST-Ericsson and Adobe are working together to integrate the Flash 10 player into ST-Ericsson's smartphone platforms to make it straightforward for manufacturers to develop handsets that can support the full web browsing experience.

ST-Ericsson has also teamed up with Metaio to optimise its smartphone platforms to support mobile augmented reality – the interweaving of live images of the physical world with digital text and graphics. As devices become equipped with powerful multi-core processors, high-speed LTE/HSPA+ connectivity, stereo cameras for 3D imagery, multiple sensors and high-resolution screens, mobile augmented reality applications will increasingly be able to generate cinematic graphics, similar to the special effects seen in Hollywood movies.

At the same time, better picture recognition algorithms, combined with stereo cameras producing 3D images, will enable both graphics and text labels to be precisely anchored on moving images of the real world, creating a highly-immersive augmented reality experience for consumers.

ST-Ericsson also works closely with ARM and Imagination Technologies to build a strong software ecosystem around its smartphone platforms.

In partnership with Movial, ST-Ericsson has also formed the IGL00 open source community to support software and application developers looking to tap the full potential of ST-Ericsson's smartphone and tablet platforms. Through IGL00, developers can access the Snowball developer board, a production grade, low-cost developers' kit based on ST-Ericsson's chipsets that simplifies the development and testing of advanced smartphone applications.

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