An aerial photograph of a diverse group of people standing on a paved area, possibly a sidewalk or plaza. Many of the individuals are looking down at their smartphones, suggesting a high level of mobile phone usage. The scene is captured from a high angle, showing the tops of heads and shoulders. The ground is dark grey with some lighter-colored lines and a prominent yellow-green stripe running horizontally across the middle. The overall atmosphere is one of a busy, modern urban environment.

# Turn on 5G

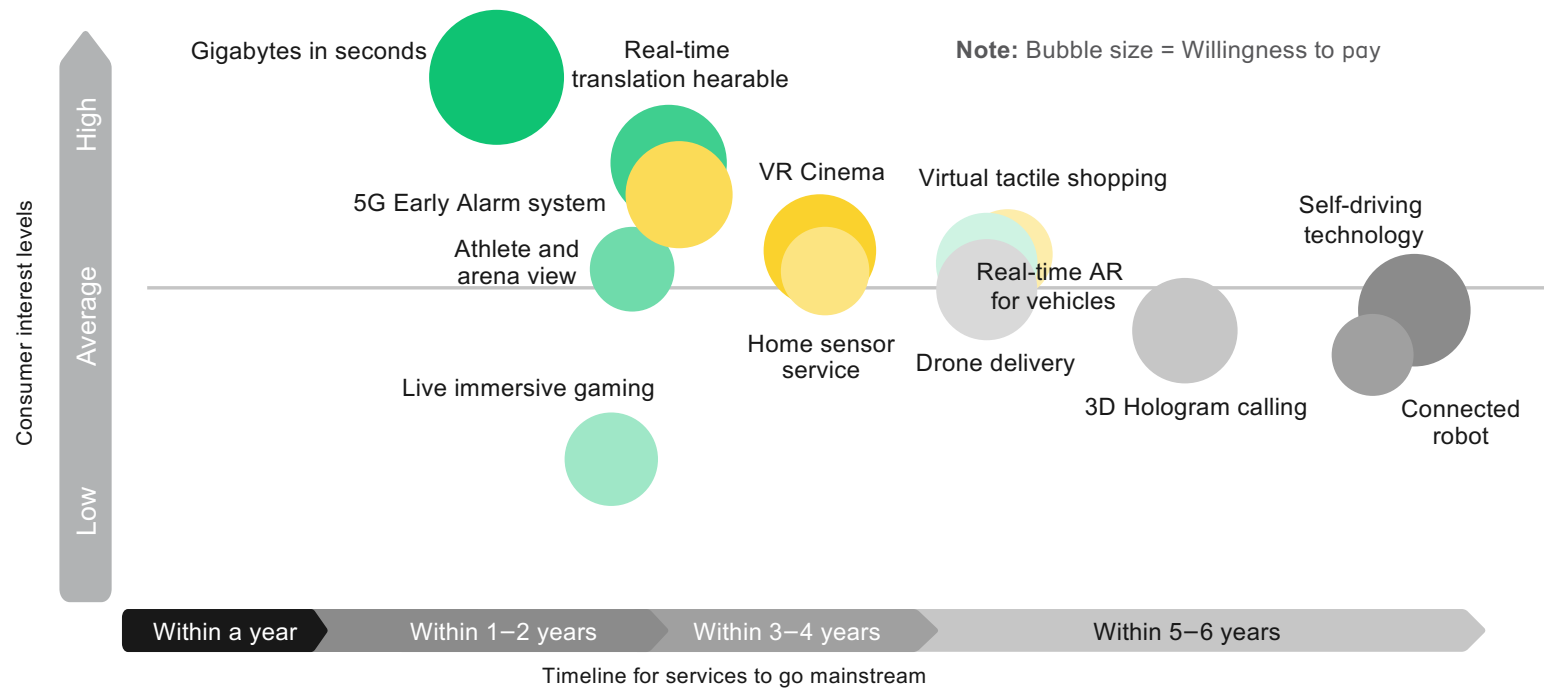
Ammar Ammar  
Head of Networks Campaigns— Middle East and Africa

2018-11-28

# Give us more with 5G



Consumers predict most 5G services will go mainstream within three to four years of launch



Globally 5G services appeal to 76 percent of smartphone users and 44 percent among them are even willing to pay.

Base: Smartphone users aged 15–65 with interest in 5G services across Argentina, Brazil, China, Egypt, Finland, France, Germany, Indonesia, Ireland, Japan, Mexico, South Korea, the UK and the US  
 Source: Ericsson ConsumerLab, Towards a 5G Consumer Future, 2018

# 5G is use case driven

## Massive IoT



Smart meter



Tracking



Fleet management

## Critical IoT



Industrial application & control

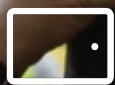


Traffic safety & control



Remote manufacturing

## Enhanced Mobile Broadband (eMBB)



VR/AR



4K/8K UHD



Smartphones

## Fixed Wireless Access (FWA)



Mobile / Wireless / Fixed

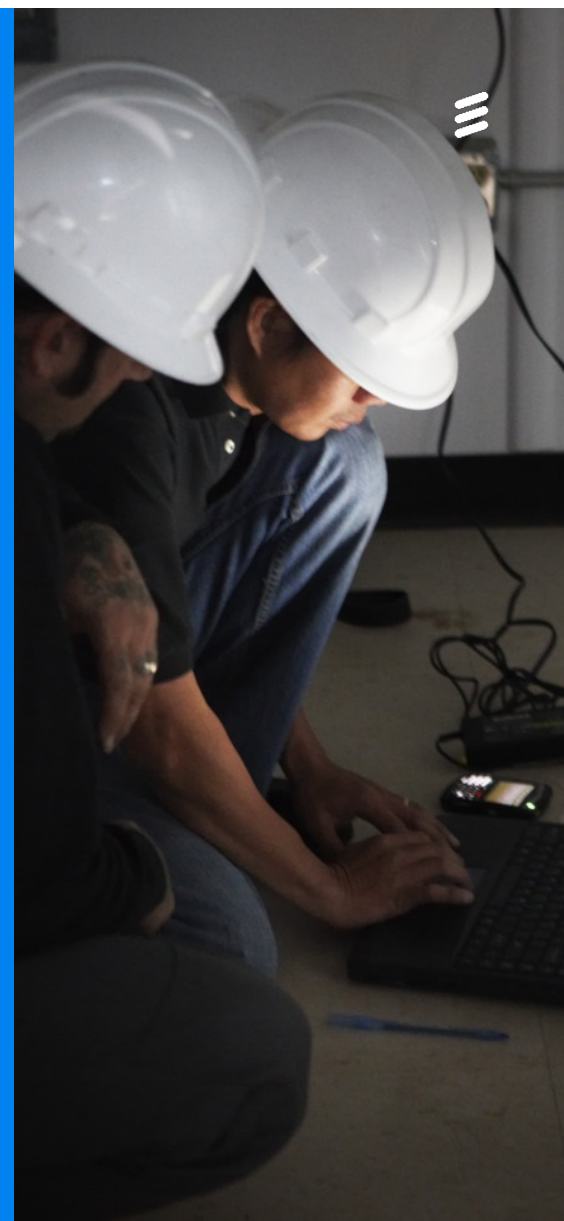
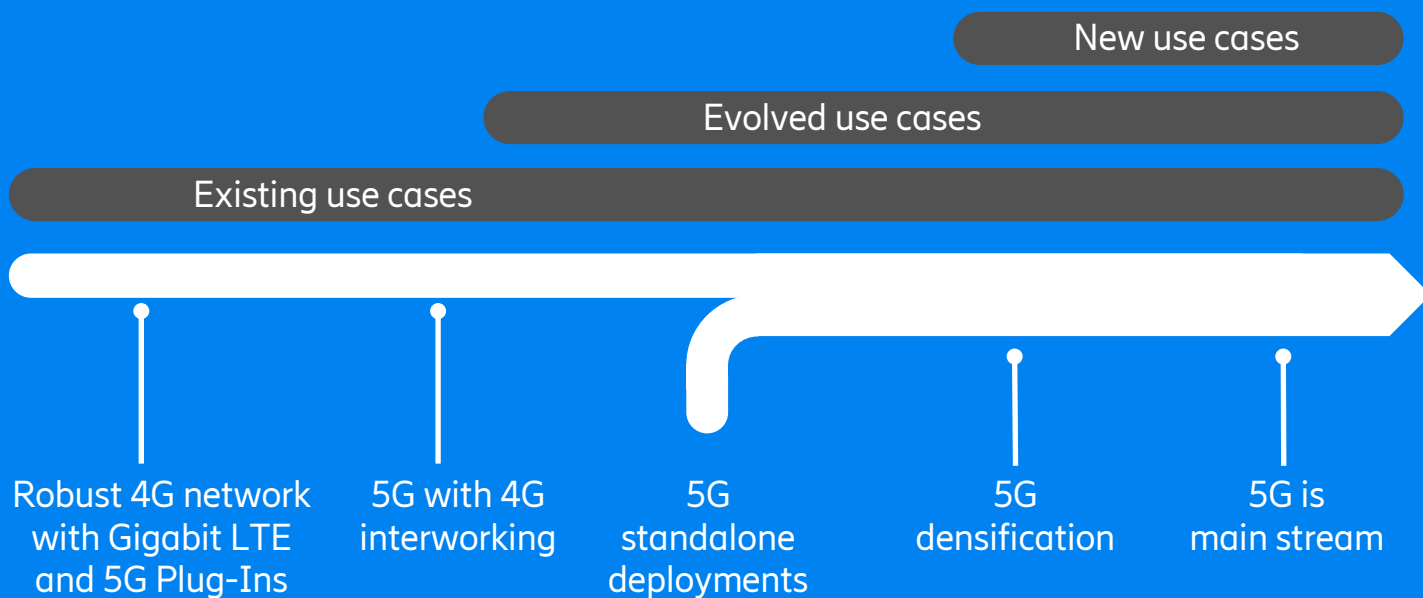


Enterprise

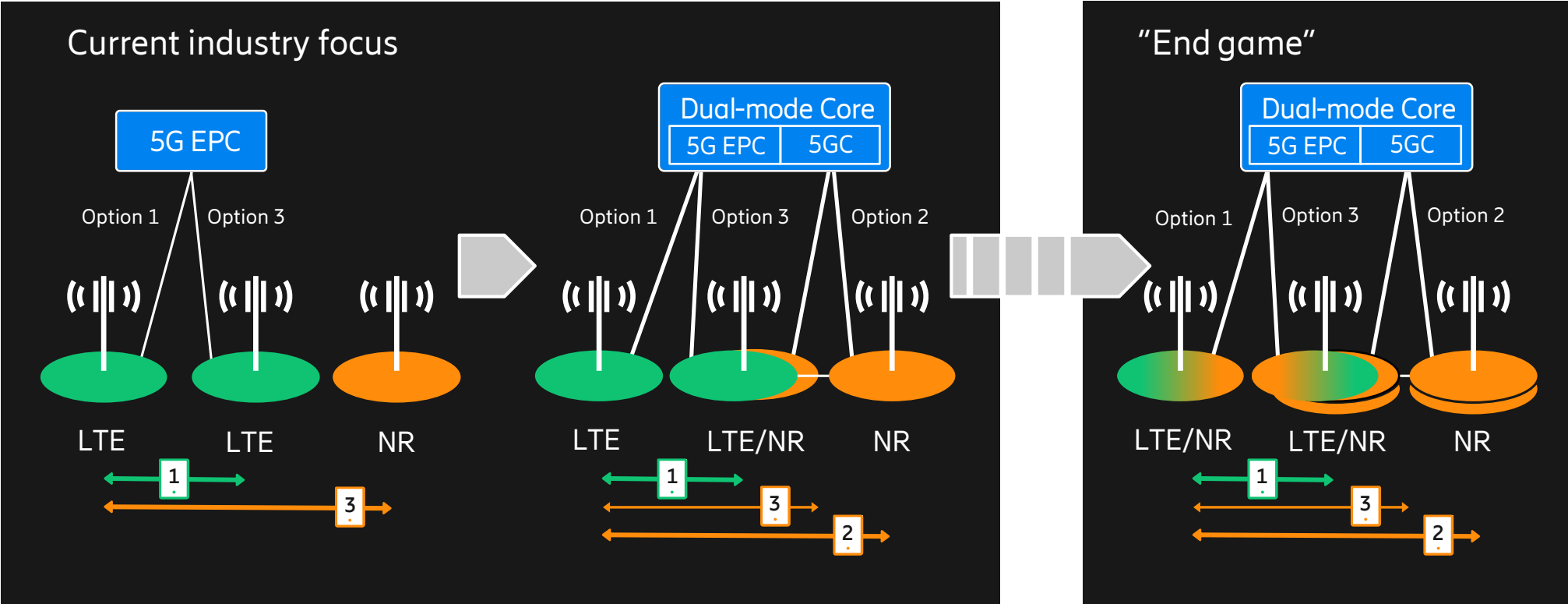


Home

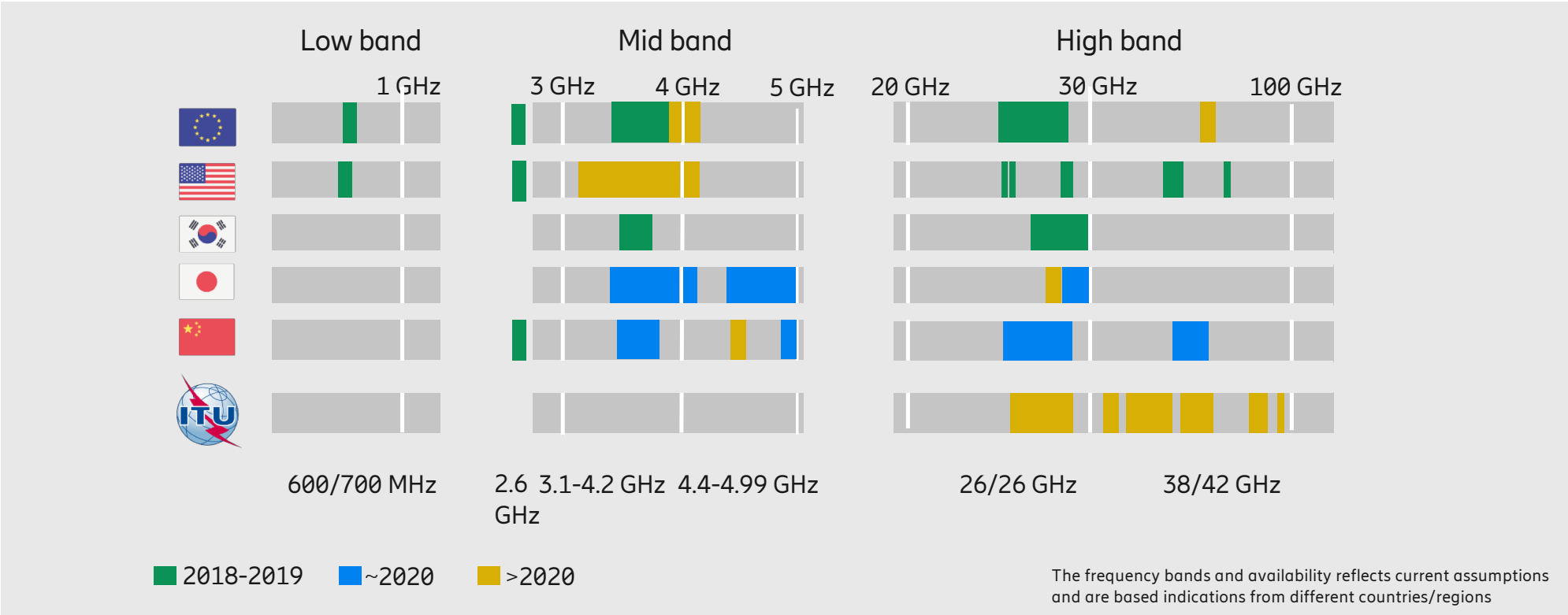
# 5G journey



# 5G Network Evolution



# 5G possible frequency bands and timings

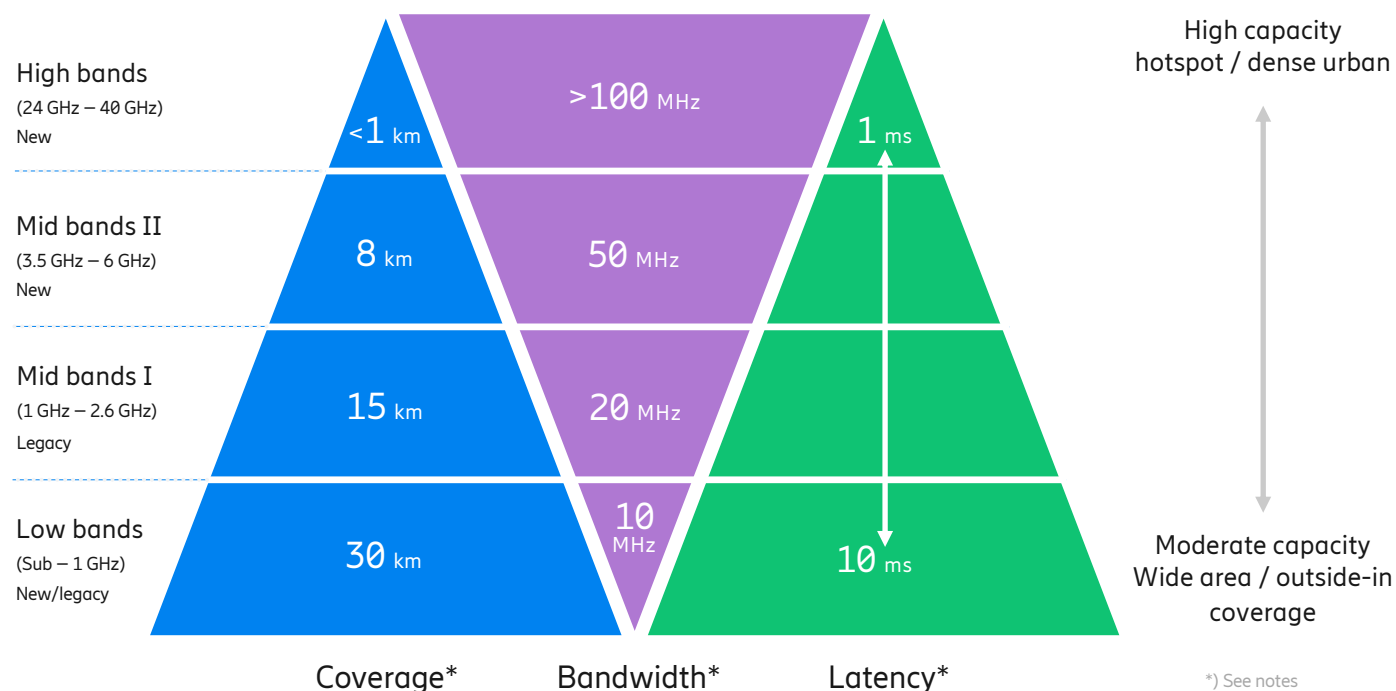


# Spectrum trade-off



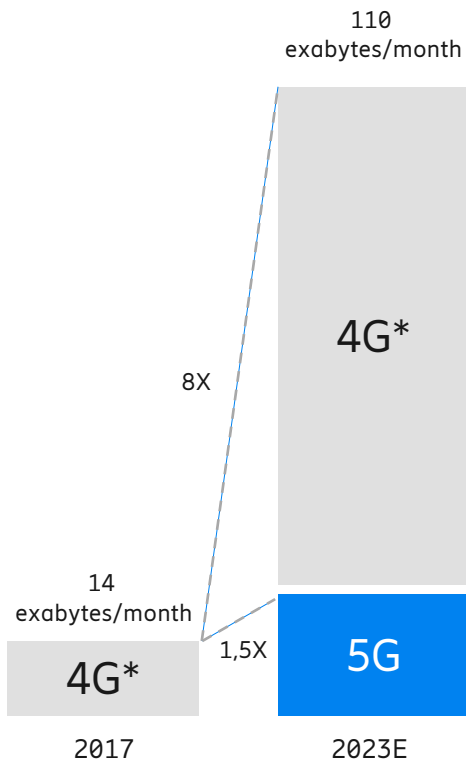
“There are major fundamental trade-offs between capacity, coverage, latency, reliability and spectral efficiency in a wireless network. Due to these fundamental limits, if one metric is optimized for improvement, this may result in degradation of another metric.”

Source: IEEE – A survey on Low latency towards 5G RAN, Core network and Caching solutions.



# Ericsson Radio System

## Grow 4G now with 5G-proof products



- Ericsson Radio System Radios since 2015
- Add 5G NR with remote software installation
- Easy migration to 5G in existing bands

**>150**  
radio variants in more than 190 networks



\* Includes a small proportion of other 3GPP traffic



# 17 New radio products for performance, efficiency and growth

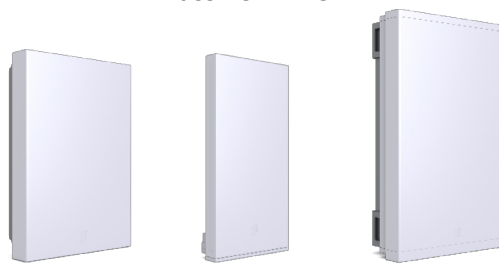


## Street Macro



AIR 1281 Streetmacro 6701 AIR 4455

## Massive MIMO



AIR 3239 AIR 5331 AIR 3252

## Massive MIMO + Passive Antennas



AIR 6479 AIR 8828

## Multi-band



AIR 4488 Radio 2238

## Mid-band



Radio 8823

## Small Cell



Radio 4402 Radio 4408 5G Dot

## Baseband



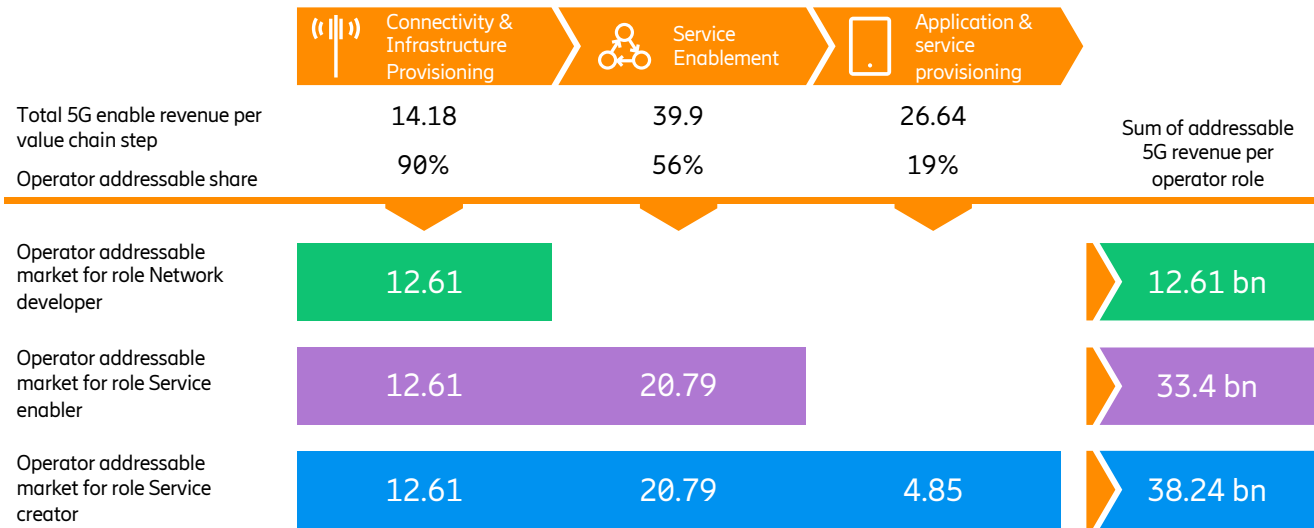
Baseband 6318

## Fronthaul

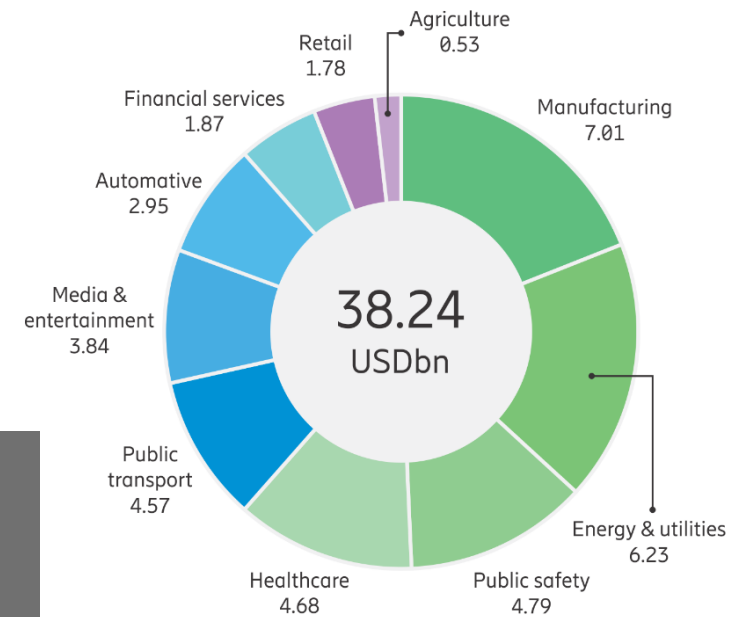


Fronthaul 6322 Fronthaul 6622

# 5G Business Potential - MEA



## 5G addressable revenues per industry



\* Ericsson & Arthur D. Little global study

- 36% Additional revenue potential
- Shift from Network developer into more service enabler and service creator
- Top MMEA industries to benefit from 5G
  - Manufacturing
  - Energy and Utilities
  - Public Safety



[Ericsson.com/5G](https://ericsson.com/5G)