

---

## Ericsson and Tbaytel hit the links to increase wireless connectivity at PGA TOUR Canada golf tournament

- Ericsson to launch Northern Ontario's first Ericsson Capsule Site to increase network coverage and capacity in Thunder Bay area
- The all-inclusive site solution will expand and strengthen Tbaytel's existing telecommunications network to improve user broadband experience
- Ericsson's all-in-one Capsule Site reduces installation time by up to 50 percent and cost by up to 30 percent

Tbaytel, the largest municipally-owned network carrier in Canada, has teamed up with Ericsson (NASDAQ: ERIC) to launch Northern Ontario's first Ericsson Capsule Site. The unique all-inclusive radio base station is designed to increase network coverage and capacity at Whitewater Golf Club in preparation for the PGA TOUR Canada's Staal Foundation Open presented by Tbaytel taking place July 14<sup>th</sup> - 20<sup>th</sup>.

"Tbaytel is committed to ensuring that our customers receive the most extensive and reliable wireless mobility coverage available in Northern Ontario," says Tbaytel president and CEO Dan Topatigh. "The addition of the new Capsule Site at Whitewater Golf Club is a demonstration of how Tbaytel continues to be an innovative leader in bringing reliable coverage to more areas in our neighbourhood."

Ericsson's Capsule Site is an all-inclusive site solution that will expand upon and strengthen Tbaytel's existing network coverage in the selected area. With the roll-out of the new Capsule Site, Tbaytel will be able to provide the extra coverage needed to ensure that enhanced wireless coverage is available to its customers anywhere at Whitewater Golf Club -- on the course, in the parking lot and at the clubhouse. The new Capsule Site will meet the growing demand for mobile voice and broadband services during and after the marquee event.

"Ericsson is looking forward to showcasing the unique design and innovative technology of the Capsule Site alongside Tbaytel in Thunder Bay," said Mark Henderson, President, Ericsson Canada. "The new site solution is cost effective, providing the operator with new possibilities while expanding on its preexisting network to enhance mobile voice and broadband services in the area for its customers."

## PRESS RELEASE

JULY 16, 2014



---

The Capsule Site has a composite cover that completely encloses all equipment, including antennas and microwave transmission units, making installation up to 50 percent faster and reducing cost by up to 30 percent. With the ability to be located anywhere with a footprint around 2 m<sup>2</sup> ground spaces and 12.5m height availability, the area required is less than 50 percent of a standard site.

In addition to addressing network coverage and capacity, the Capsule Site's innovative technology and design also enables the carrier to customize the appearance of the structure. The ability to visually adapt the solution to its environmental landscape permits the operator to create either an eye-catching branding opportunity or blend it into the background of a residential area.

### NOTES TO EDITORS

Download high-resolution photos and broadcast-quality video at [www.ericsson.com/press](http://www.ericsson.com/press)

#### **About Ericsson:**

Ericsson is a world-leading provider of communications technology and services. We are enabling the Networked Society with efficient real-time solutions that allow us all to study, work and live our lives more freely, in sustainable societies around the world.

Our offering comprises services, software and infrastructure within Information and Communications Technology for telecom operators and other industries. Today 40 percent of the world's mobile traffic goes through Ericsson networks and we support customers' networks servicing more than 2.5 billion subscribers.

We are more than 110,000 people working with customers in more than 180 countries. Founded in 1876, Ericsson is headquartered in Stockholm, Sweden. In 2013 the company's net sales were SEK 227.4 billion (USD 34.9 billion). Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ, New York stock exchanges.

[www.ericsson.com](http://www.ericsson.com)

[www.ericsson.com/news](http://www.ericsson.com/news)

[www.twitter.com/ericssonpress](http://www.twitter.com/ericssonpress)

[www.facebook.com/ericsson](http://www.facebook.com/ericsson)

[www.youtube.com/ericsson](http://www.youtube.com/ericsson)

## PRESS RELEASE

JULY 16, 2014



---

FOR FURTHER INFORMATION, PLEASE CONTACT

Ericsson Media Relations - Canada

Patricia MacLean

Phone: +1 905 206 7928

E-mail: [patricia.macleam@ericsson.com](mailto:patricia.macleam@ericsson.com)

Ericsson Corporate Communications

Phone: +46 10 719 69 92

E-mail: [media.relations@ericsson.com](mailto:media.relations@ericsson.com)

Ericsson Investor Relations

Phone: +46 10 719 00 00

E-mail: [investor.relations@ericsson.com](mailto:investor.relations@ericsson.com)

### **About Tbaytel:**

Tbaytel is dedicated to delivering telecom solutions that ensure people, businesses and communities in northern Ontario have multiple points of access to the global communications highway. Tbaytel offers the region's largest 4G HSPA+ digital cellular coverage area with extensive products and services in many neighbourhoods that include data, voice, wireless, internet, security and Digital TV. With over a century of contributing to the quality of life, infrastructure and economic health of the north, Tbaytel's understanding and commitment to northern Ontario is unparalleled.