

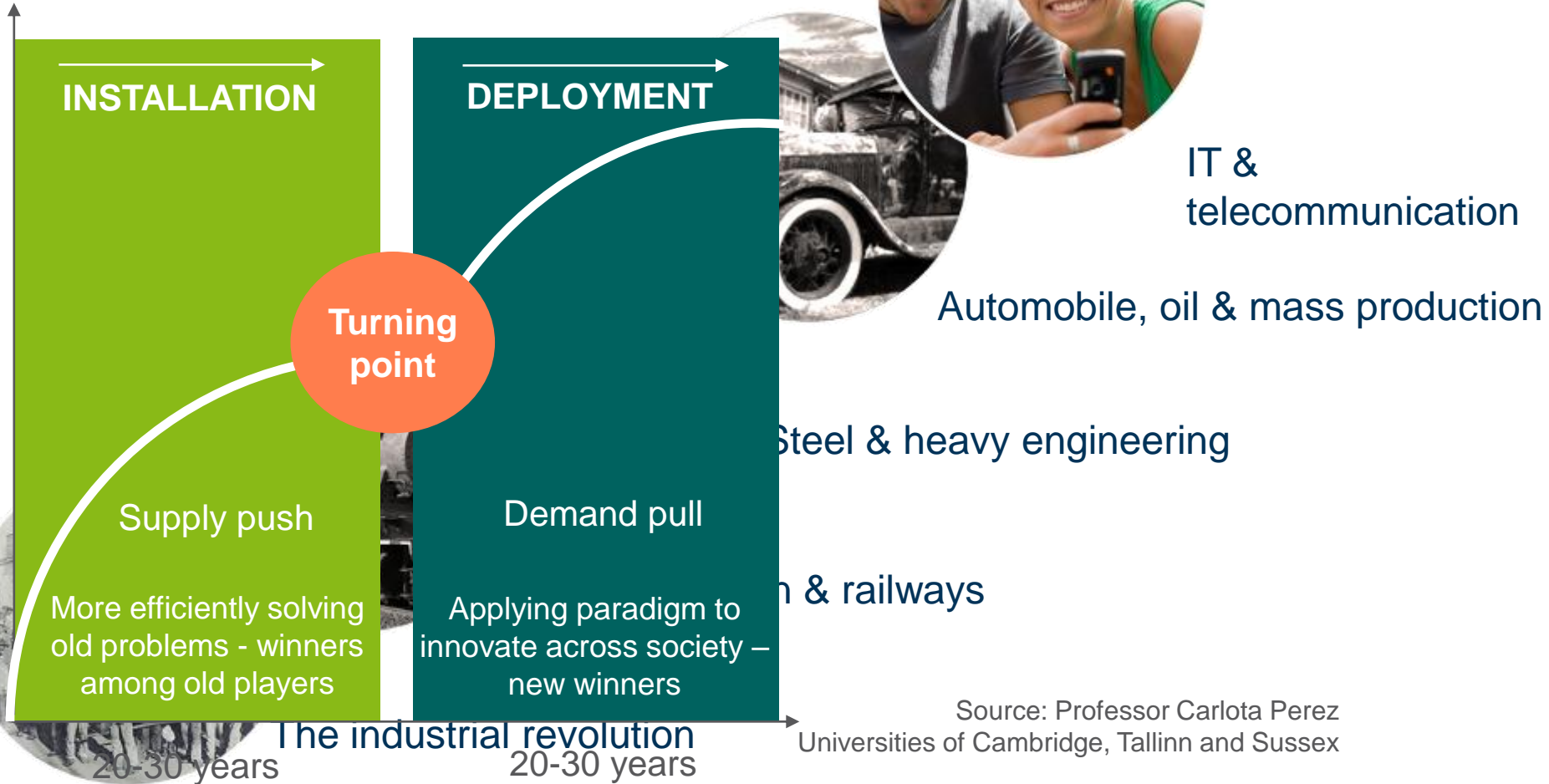


THE CONNECTED CITY ENABLING THE SMART GRID

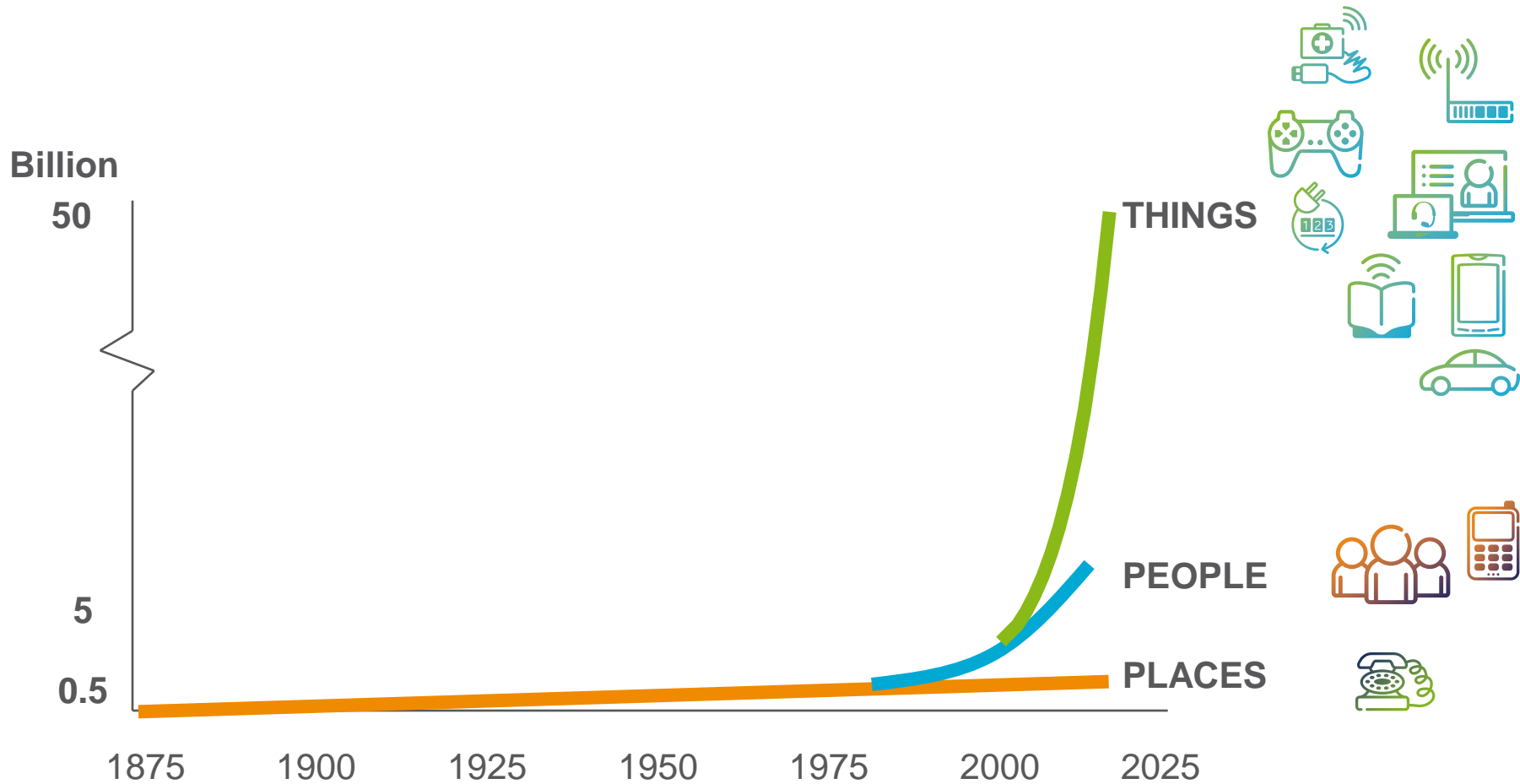
LINDA EKENER MÄGI
ERICSSON



THE NEXT TECHNO-ECONOMIC PARADIGM SHIFT



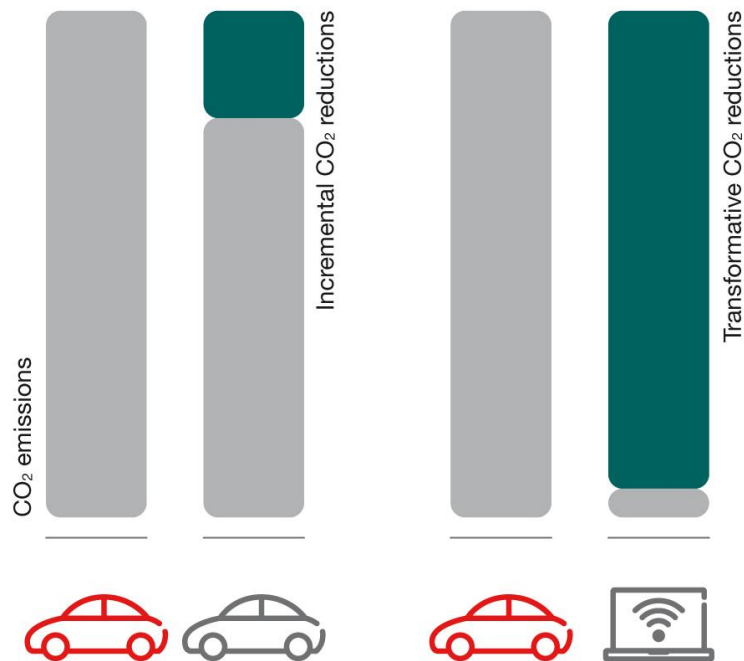
ANYTHING THAT BENEFITS FROM A NETWORK CONNECTION WILL BE CONNECTED



Source: Ericsson

ENVIRONMENTAL DRIVERS FOR CONNECTING MORE PEOPLE AND THINGS

INCREMENTAL AND TRANSFORMATIVE CHANGE



15% CO₂ savings ~ € 600b. by 2020*

THE CONNECTED CITY





STOCKHOLM ROYAL SEAPORT PROJECT

2010

2030



A WORLD-CLASS ENVIRONMENTAL
URBAN NEIGHBORHOOD



A SHOWCASE FOR ENERGY AND
ENVIRONMENTAL SOLUTIONS



10 000 NEW APARTMENTS
30 000 WORKPLACES

STOCKHOLM ROYAL SEAPORT

OUR FOCUS

Safety & Security

Utilities

Health

Transport

Energy

Education

Content

Industry Sectors

Industry enablers

Communication enablers

Common Communication Core

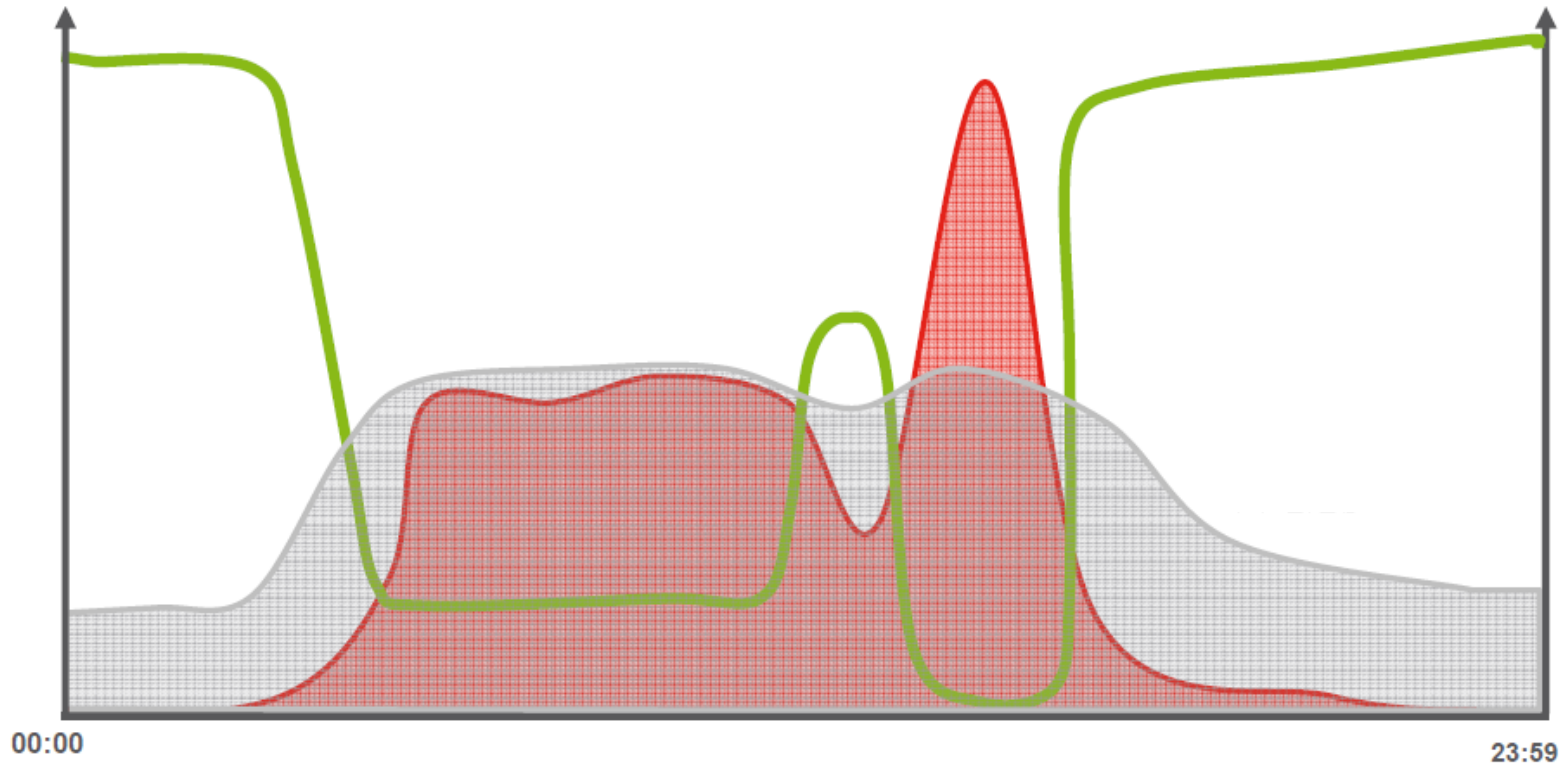
50B Devices

3G HSPA/LTE

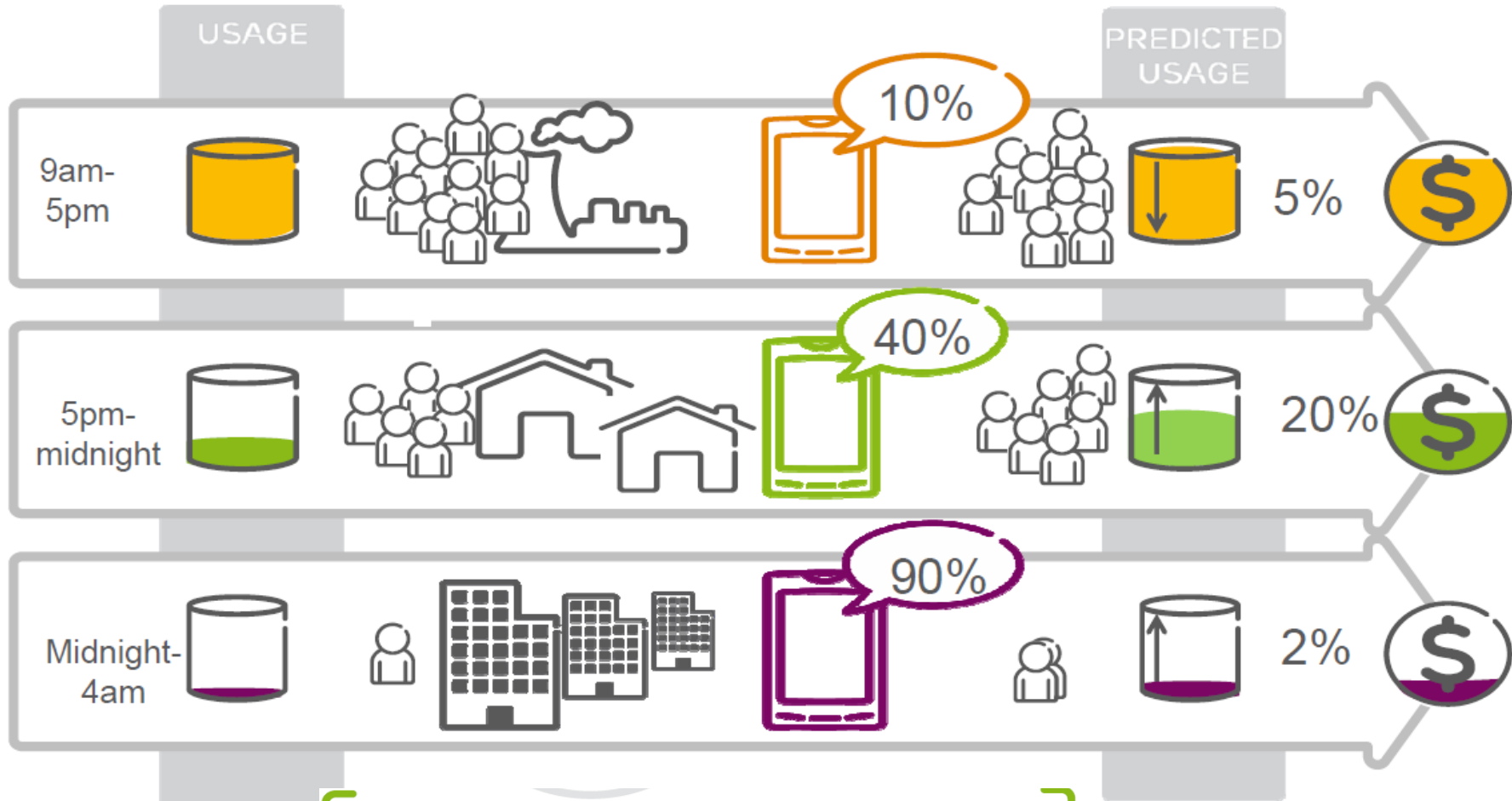
IP Broadband

NETWORK

DEMAND AND RESPONSE



AN EXAMPLE OF DEMAND MANAGEMENT IN TELECOMS



MAKES PREVIOUSLY UNTHINKABLE BUSINESS MODELS POSSIBLE



THANK YOU!

FOR MORE INFO SEE
WWW.ERICSSON.COM/SUSTAINABILITY



ERICSSON