



# Ericsson and **Opera** Application Store

## Application-store solution

Moving to leverage technological expertise to capitalize on industry trends, Ericsson and Opera Software have partnered to deliver a comprehensive application-store solution that enables operators to be an active part of the Internet value chain, managing an application and widget ecosystem that enhances the mobile-Web experience for consumers.

## The value

Recognizing that network operators need an end-to-end tool to enable flexible, operator-branded and controlled application stores, Ericsson and Opera Software have teamed to provide a service delivery platform to meet this demand. Consumers gain one-stop access to a single place to discover, buy and use applications on their connected devices—all via the operator's network. Operators have the ultimate control over the marketplace.

## Across the device spectrum

In the hyper-competitive, growing application-store arena, operators can differentiate themselves by offering a store that enables consumers to connect using their mobile browser, mobile client or PC browser and use their new applications seamlessly across device platforms.

## Content

Several application types are easily available with the application-store solution, such as, downloadable apps, browser-based apps, widgets and mash-ups.

Operators using the Ericsson-Opera solution can offer a dynamic selection of free or premium applications from the Opera Widgets ecosystem, Ericsson-brokered apps from its developer network and a full complement of operator-specific applications. The technology enables operators to launch, control and monitor the content they deploy.

## Operators

For operators, the Ericsson-Opera solution enables quick entry into the multimedia marketplace with immediate revenue opportunities. The flexibility of the system makes it easy to dynamically change and serve offerings, target specific user groups and retain customers with more compelling applications and content.

## Consumers

For consumers, the Ericsson solution enables more choice and convenience in discovering, downloading and using applications. Opera contributes its long history of providing a superior, consistent user experience on any device.

## Benefits

### Consistent, superior user experience across devices and platforms

Operators can provide and manage a consistent user experience by serving mass-market devices with a flexible, content-rich, multimedia application store. Regardless of the device or platform, the operator can offer attractive, compelling apps within a competitive proposition.

### Cost control

- Time to market advantages: reduce costs and time to market with multimedia services and application deployment
- Flexible tools for operator-controlled pricing and packaging
- Cross-platform, cross-device compatibility ensures easy reuse of development resources and applications
- Development effort streamlined with open, standards-based Web technology/access to large base of Web and widget developers.

### Deployment

Deployment can be done in two different ways. One is the operator-owned solution in which the platform is installed at the operator's premises, is managed by the operator and is based on user licenses. The second option is a solution managed and hosted by Ericsson, which involves set-up fees, fixed fees per download and revenue sharing for applications brought in by Ericsson.

## How the Ericsson MSDP/Opera client works

The Ericsson MSDP is a back-end system that enables the operator-managed application store.

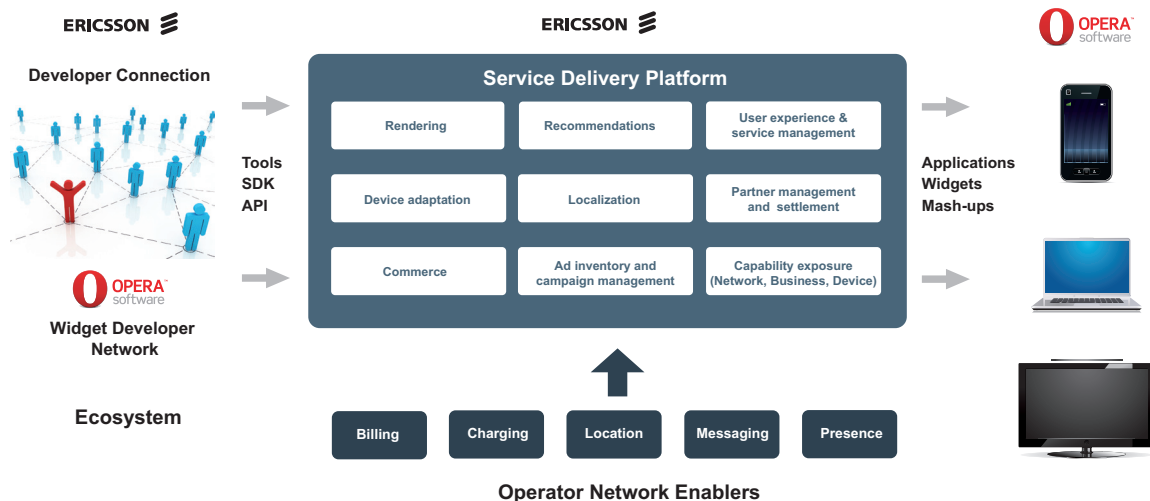
The Opera Software client and browser technology (including Opera Mobile™, Opera Mini™ and Opera Widgets™ for mobile phones, PC and IPTV) is integrated in the Ericsson solution. It adds powerful functionality as an application launcher and storefront client and browser, as well as an extensive widget developer network offering cross-device-compatible, W3C-compliant applications and widgets.

Extensive synchronization features will take into account both behavioral and user-defined data and synchronize silently.

The client executes on the device itself but is controlled by the Ericsson MSDP. The operator is able to dynamically modify and extend service, including applications, widgets, functionality and client look and feel.

For more information, please visit [www.ericsson.com](http://www.ericsson.com)

An operator-controlled, standards-based, multiscreen and multi-country/site ecosystem allowing consumers to explore and buy applications, widgets and mash-ups from a large selection of third-party developers



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