

LG Electronics Selects LG-Ericsson Unified Communications to Connect its 80 Offices Worldwide

- *Korea's largest-ever enterprise network project*
- *Links 30,000 employees in LG's Korean headquarters and 80 global sites*
- *Cutting-edge corporate communications with UC and local survivability*

Seoul, Korea – October 13, 2010 – LG Electronics will roll out Korea's largest-ever enterprise network project by delivering unified communications (UC) to 30,000 employees worldwide, using LG-Ericsson iPECS enterprise communications solutions to leverage the most advanced telecommunications technologies currently available.

The project aims to lower telecommunications costs and improve global management efficiency by transforming LG's headquarters, in Yeouido's Twin Towers building, into a world-leading building with cutting-edge communications capabilities. LG-Ericsson will deploy unified communications solutions at Twin Towers, as well as at 80 overseas offices of LG Electronics, accessed via a modern communications network with 30,000 lines

Upon completion, employees at overseas offices will be able to work more efficiently and seamlessly than ever, with LG-Ericsson's business communication solutions providing UC capabilities including instant messaging, document sharing, click-to-call, presence, virtual meetings, and more.

"We need a work environment that can guarantee consistency across geographic constraints to maintain close collaboration with offices around the world," said Jae Woong Um, Vice President of Global General Procurement at LG Electronics. "LG-Ericsson's iPECS solution will not only ensure business continuity for all our employees, but also secure us with a solid communications channel that brings the benefits of unified communications to every part of our business."

"The project allows us to provide the most suitable and customized solutions for LG," said JD An, Vice President of Enterprise Solutions at LG-Ericsson. "We will use the project as a stepping board to provide tailored solutions that empower employees and enhance the operational efficiency of businesses across a wide range of industries."

The LG Twin Towers will be fitted with LG-Ericsson's iPECS-CM, Pure IP PBX for large and medium sized business, and approximately 10,000 units of the LIP 8000 series desktop phones. Primary subsidiaries in Korea, US, China, and Europe will each be fitted with an iPECS-CM that will act as the main server, helping stabilize operational services overseas. LG-Ericsson will also install its small to mid-sized business IP PBX, the iPECS-LIK, at every overseas location to ensure business continuity by taking over operations during network interruptions. All solutions will be managed and operated using LG-Ericsson's Network Management Solution (NMS).

LG-Ericsson has recently proven its stability and technological prowess by building large-scale UC and fixed-mobile convergence solutions for public institutions like the Central Government Complex, the Office of Military Manpower Administration and Korea Electric Power Corporation, as well as large corporations like Kolon and Hana Bank.

About LG-Ericsson

LG-Ericsson empowers enterprise customers and telecommunications operators around the world with a full range of cutting-edge fixed and wireless telecommunications and networking solutions. The company is a joint venture between Ericsson and LG Electronics. It was established on November 3, 2005 and renamed LG-Ericsson after Ericsson acquired a majority stake in it. The company has 1300 employees and is headquartered in Seoul, Korea, with its R&D center in Anyang, Korea.

For more information go to: www.lgericsson.com

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