

# The world in 2025

– connected intelligent and sustainable



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# Ericsson Research



700+ researchers  
50+% Ph.D.

11 countries  
4 continents



## 2G, 3G, 4G, 5G

it's all invented here

## >50%

involvement in all of Ericsson patents

## Global networking

cooperating in a world-wide network of leaders


Competence and  
people

Leading research in  
our industry's  
technologies

Collaboration with  
leading universities  
and industries

# Ericsson Research Consumer & Industry Lab



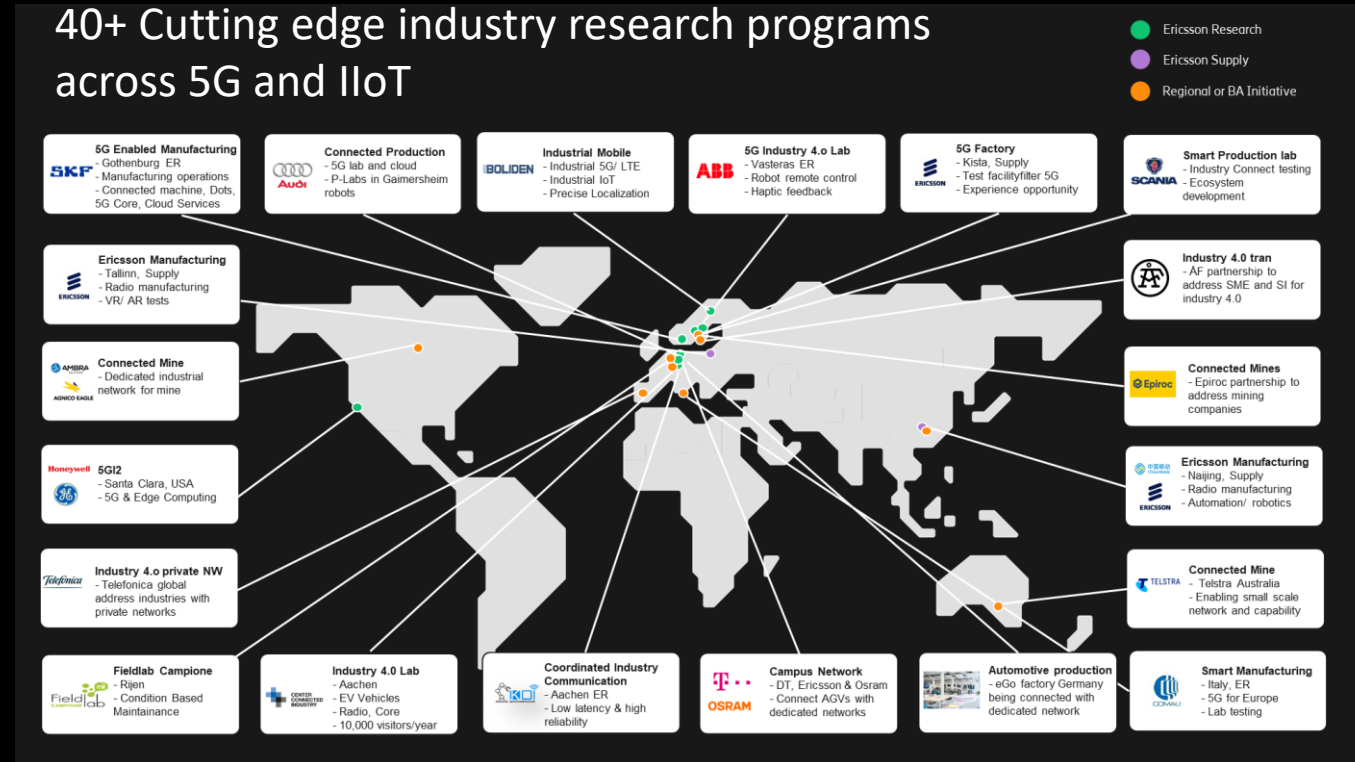
  
100,000  
Respondents

Representing  
1.1 billion



More than  
40  
countries

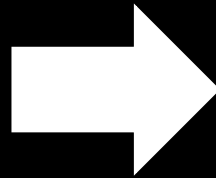
15  
Megacities



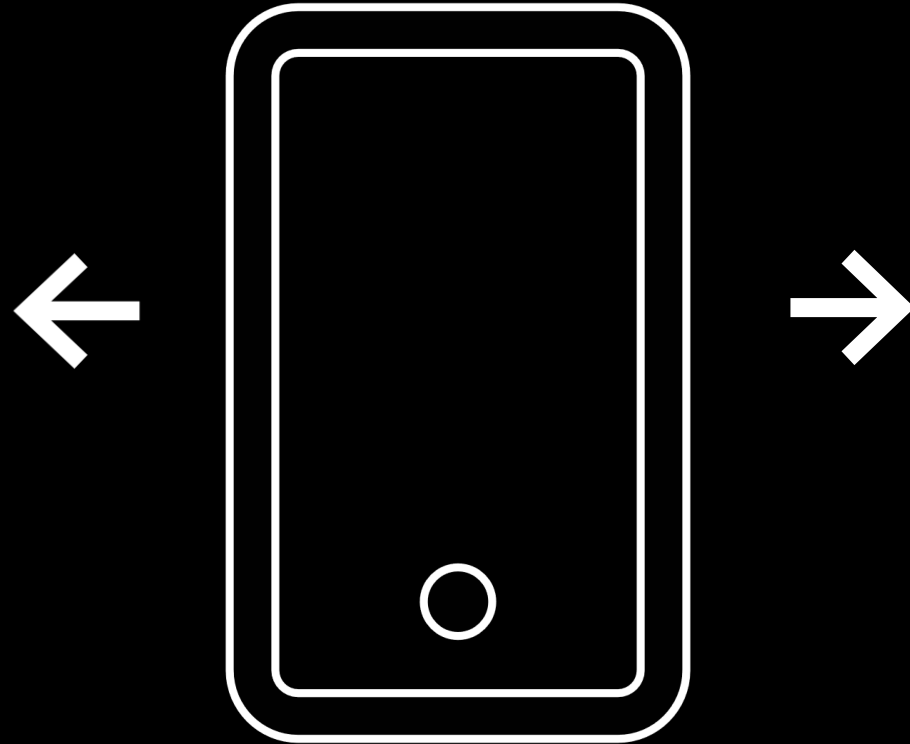
# Start with the past to understand the future!



# Tech enables new value & redefines our needs! ☰

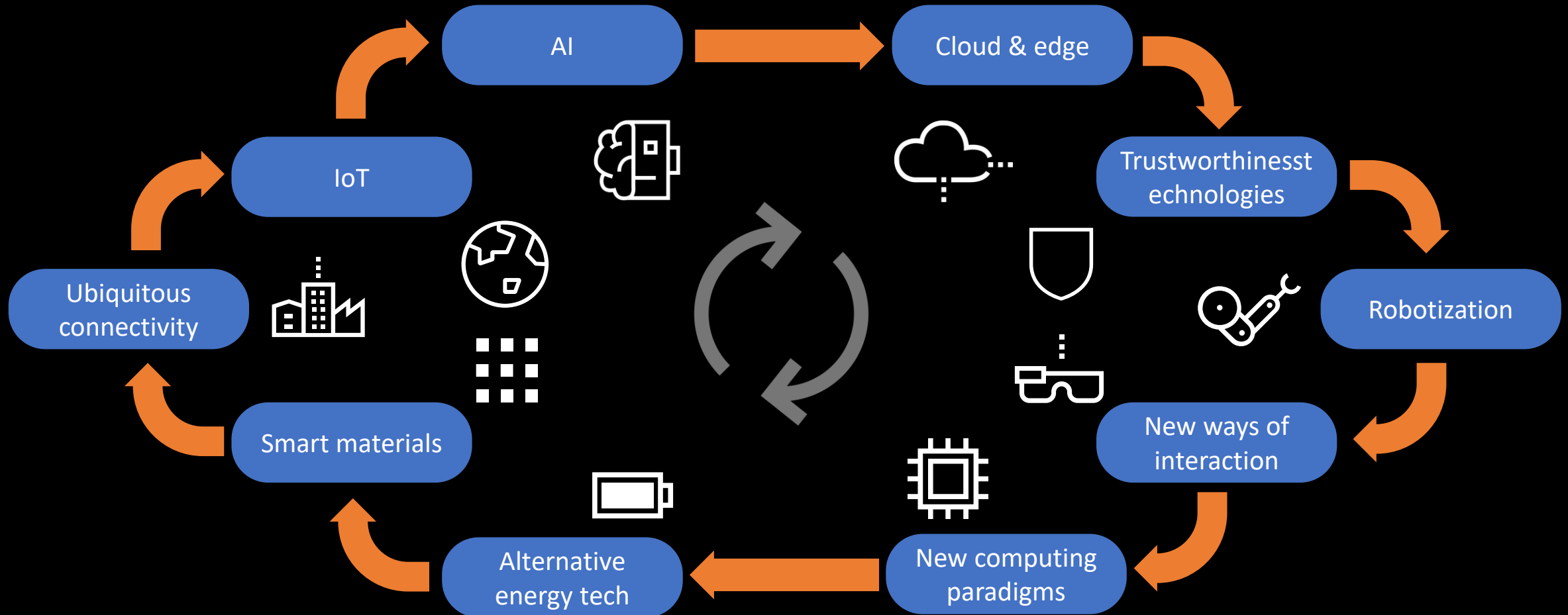


# The most important movement in the world?

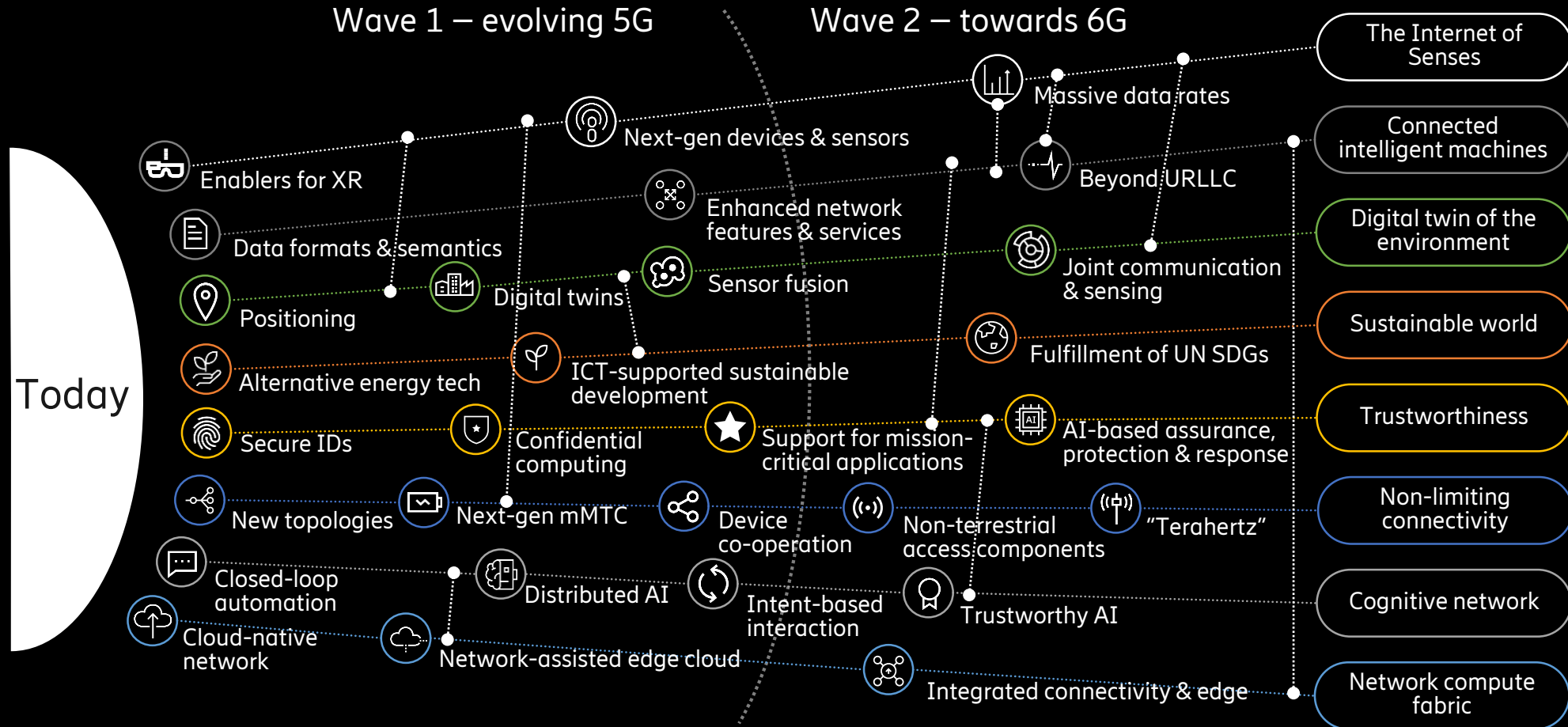




# 10 technological forces shaping the intelligent, sustainable and connected world

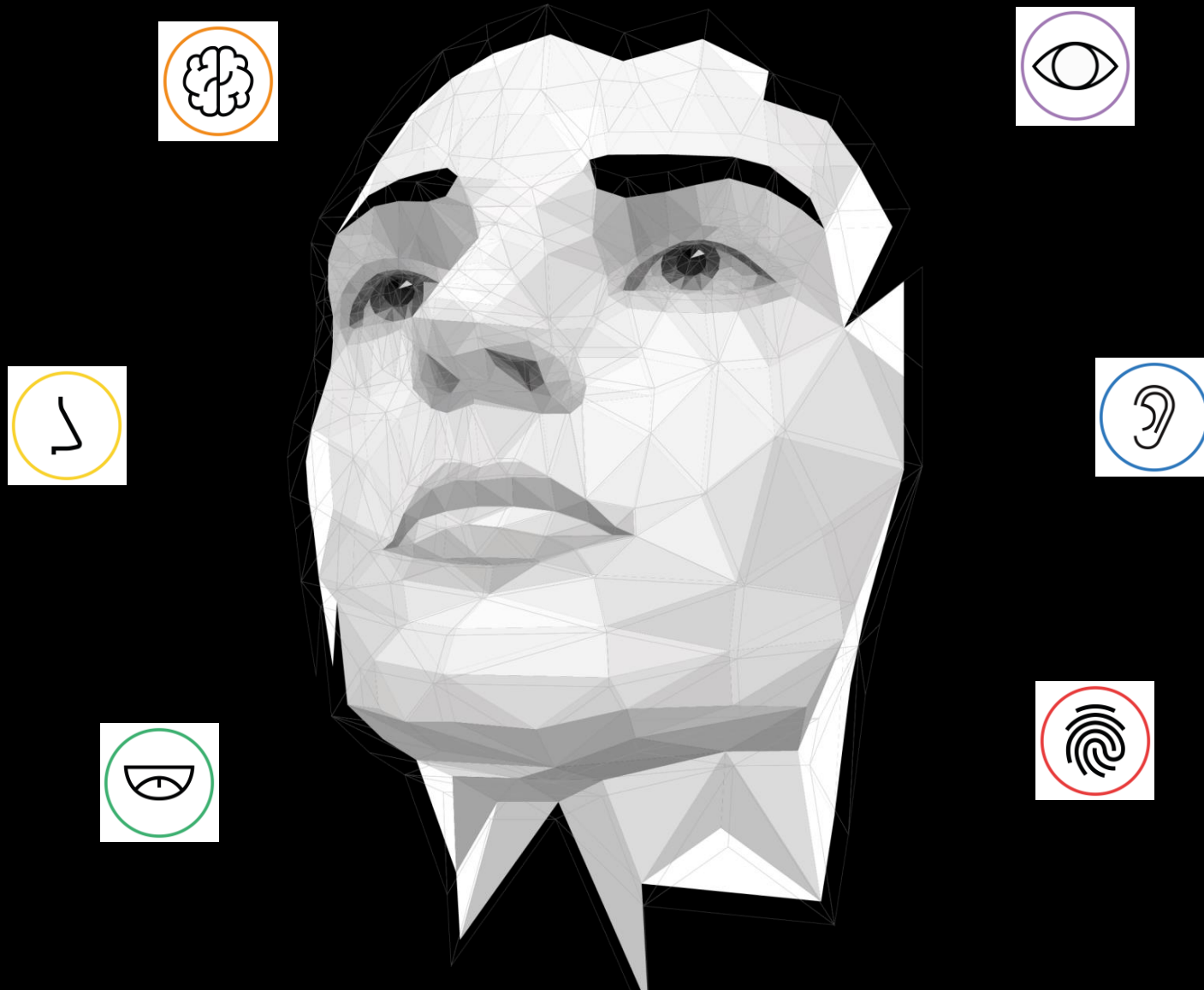


# Technology journeys

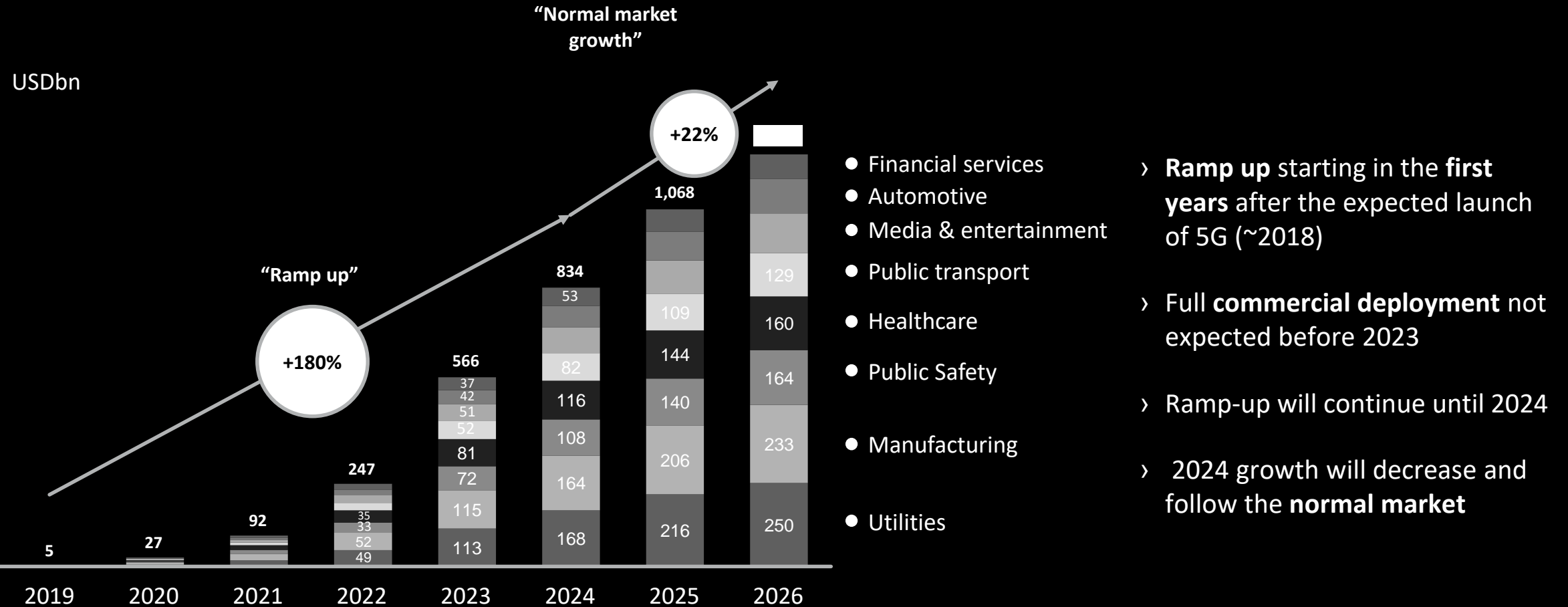




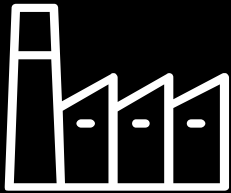
# 2030 - Welcome to the internet of senses!



# 5G enabled digitalization revenues for ICT players



# Industry 4.0



## CONNECTED MANUFACTURING

Connected machines / robots /  
AGVs / sensors/products in  
work in the factory



## CONNECTED WORLD

Connected products in use

# Ericsson Research Industry Lab



Annual 360 MEUR net saving  
Reduction of 16 million tons of CO<sub>2</sub> emission



Annual 2.5 MEUR net saving  
Reduction of 9,400 metric tons of CO<sub>2</sub> emissions

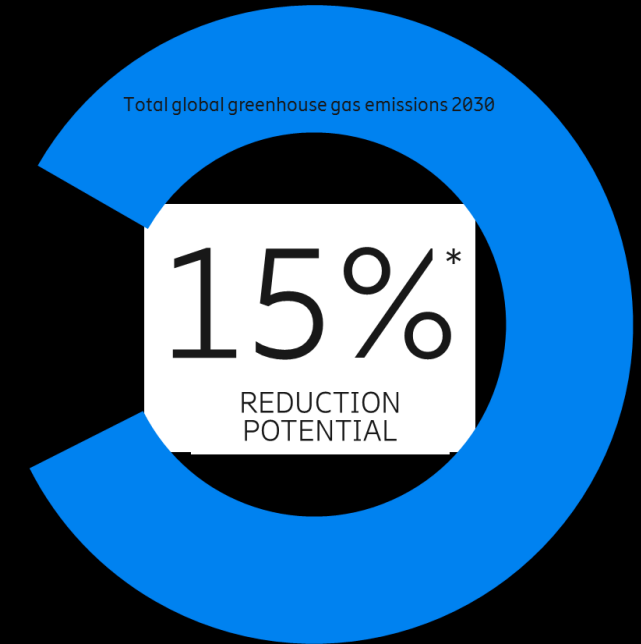
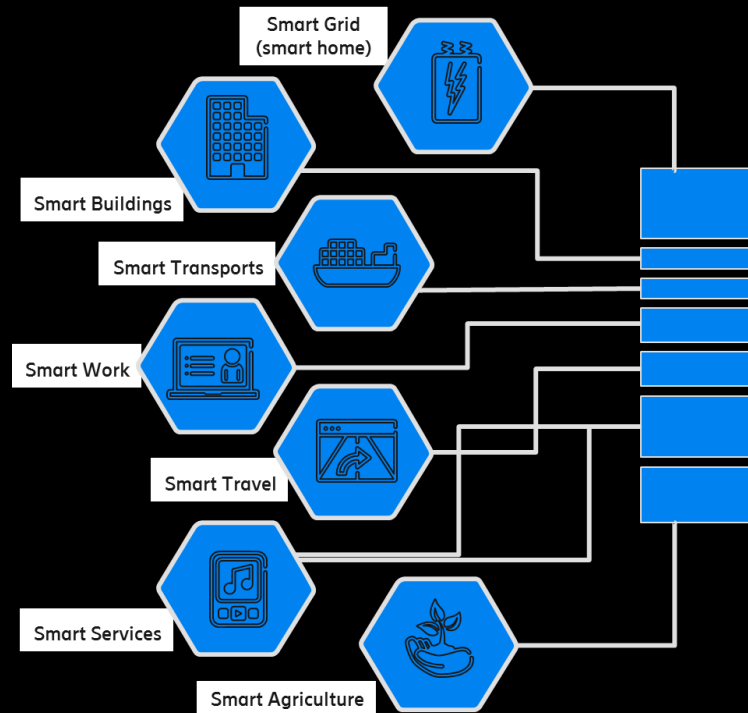


“EVERY PRODUCT IS A SERVICE  
WAITING TO HAPPEN”

# The wild card of decarbonization!



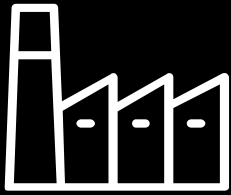
- ICT as the wildcard of decarbonization
- Can enable 1/3 of the first halving with current technologies
- Influences the decisions of 3 billion producers and consumers every day.
- AI, cloud computing, internet of things, etc...additional potential to be explored



\* Potential GHG reduction by 2030 due to ICT in a high reduction scenario. Note: 7% in a medium scenario.



# Connected world



## CONNECTED MANUFACTURING

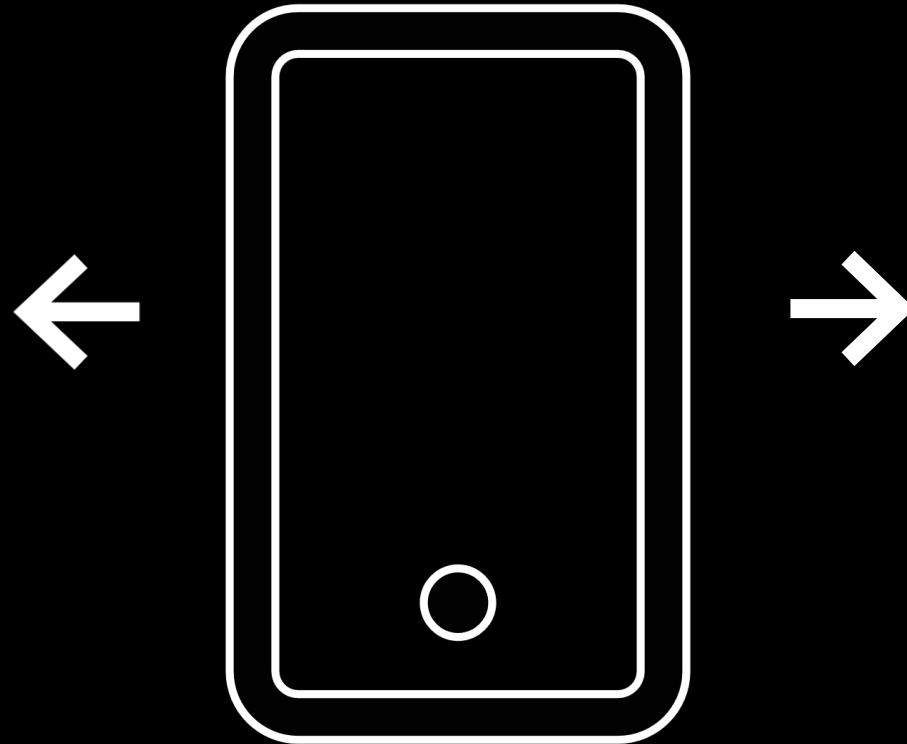
Connected machines / robots /  
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## CONNECTED WORLD

Connected products in use

Today - the most important movement in the world?





Consumers are 5G ready - worldwide!



Almost 7 out of 10 - Excited & willing to pay!



2025: 5G – An immersive revolution!



# The future is immersive!



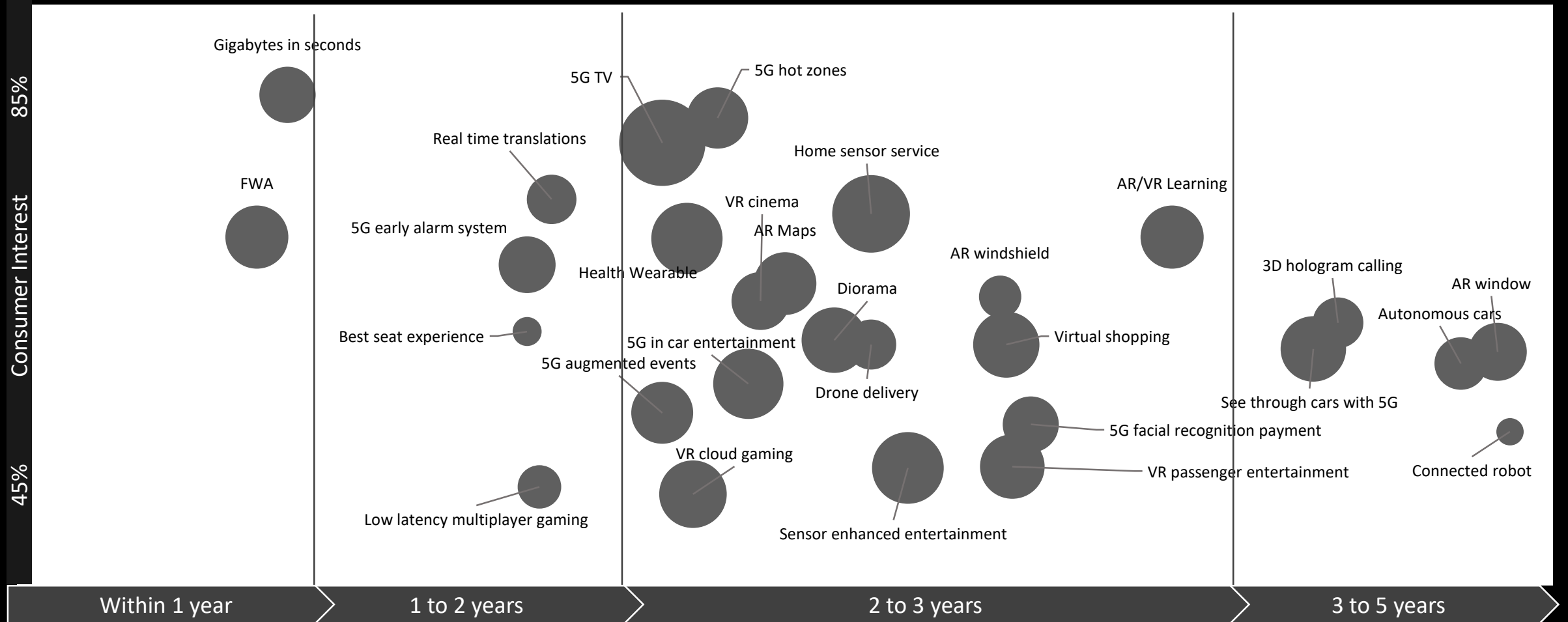


# The future is immersive!

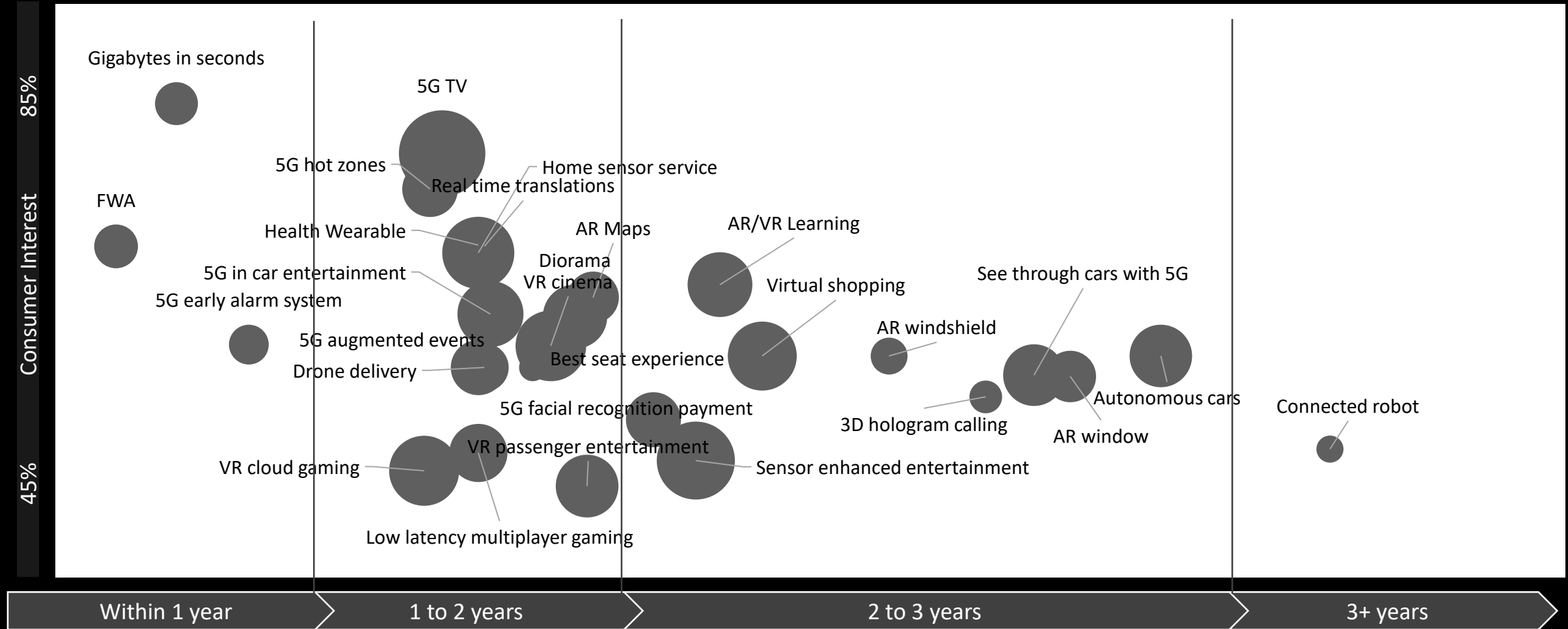


# 5G Global consumer use cases roadmap

28 use cases, across 6 use cases clusters tested with consumers



# US Consumers expect much faster 5G use cases development



# 10 Hot Consumer Trends 2030

Welcome to the internet of the senses.

## 01. Your brain is the user interface

Fifty-nine percent of consumers believe that we will be able to see map routes on AR glasses by simply thinking of a destination.



## 02. Sounds like me

Using a microphone, 67 percent believe they will be able to take on anyone's voice realistically enough to fool even family members.



## 03. Any flavor you want

Forty-four percent predict a device for your mouth that digitally enhances anything you eat, so that any food can taste like your favorite treat.



## 04. Digital aroma

Around 6 in 10 expect to be able to digitally visit forests or the countryside, including experiencing all the natural smells of those places.



## 05. Total touch

More than 6 in 10 expect smartphones with screens that convey the shape and texture of the digital icons and buttons they're pressing.



## 06. Merged reality

VR game worlds are predicted by 7 in 10 to be indistinguishable from physical reality by 2030.



## 07. Verified as real

"Fake news" could be finished – half of respondents say news reporting services that feature extensive fact checks will be popular by 2030.



## 08. Post-privacy consumers

Half of respondents are "post-privacy consumers" – they expect privacy issues to be fully resolved so they can safely reap the benefits of a data-driven world.



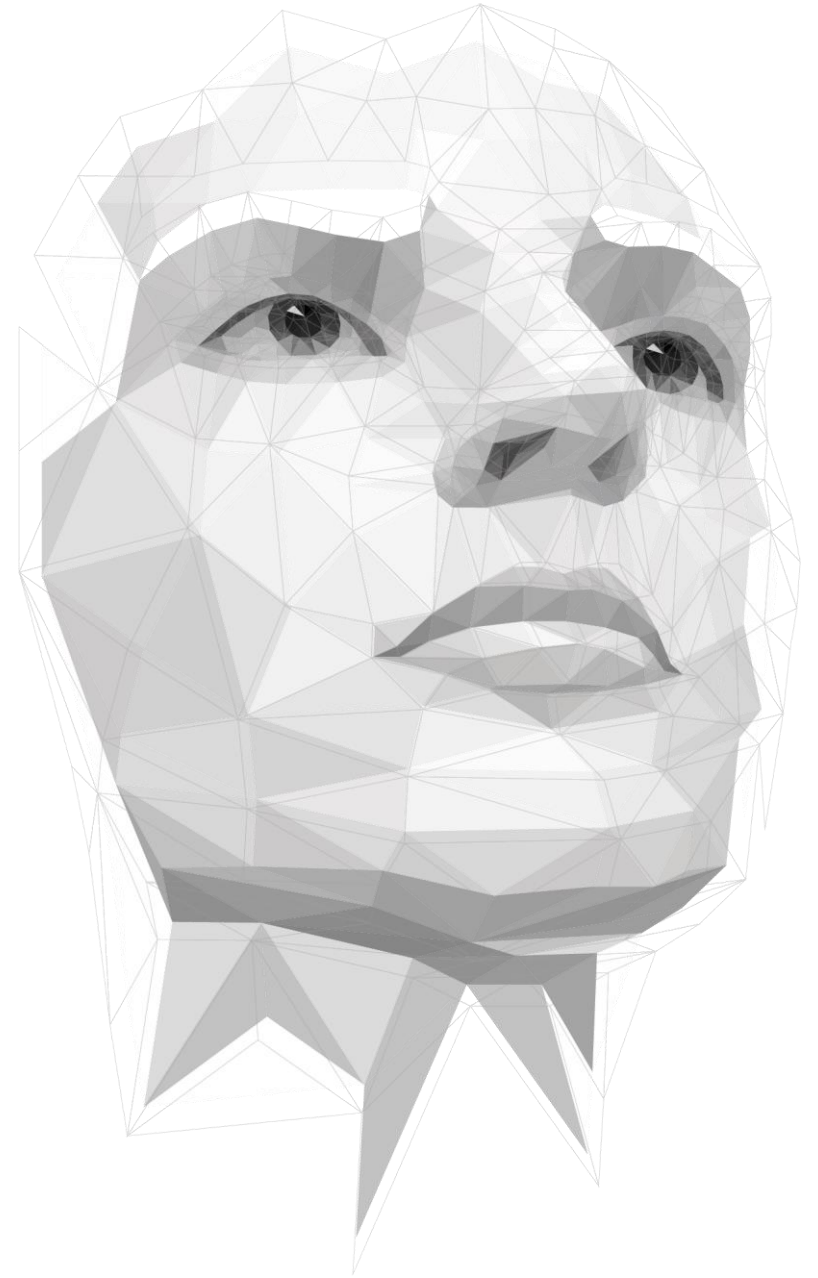
## 09. Connected sustainability

Internet of senses-based services will make society more environmentally sustainable, according to 6 in 10.



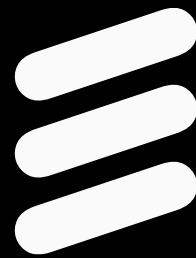
## 10. Sensational services

Forty-five percent of consumers anticipate digital malls allowing them to use all five senses when shopping.





No time to waste!  
Go grab the future!



Go create! Go Innovate!