

## Corporate Takes

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Ericsson weathers the storm

Unlike Nortel, the Canadian based telecoms vendor which has gone into Chapter 11 administration, Ericsson (NASDAQ:ERIC) has weathered the telecom storm and produced impressive sales growth, up 11 percent to SEK 208.9 (~ \$24.8 billion) in 2008, from \$22.3 billion in 2007. However, early signs of weaknesses in the market are showing up in reduced margins. Gross margins fell to 35.5 percent from 39.3 percent, resulting in full year operating margin of 11.4 percent versus 16.3 percent.

Giddy steps down as CEO of Amino Technologies after delivering stellar results

After playing a pivotal role in developing Amino Technologies from a pre-revenue phase when he became CEO of Amino Technologies in November 2001, into a profitable, market leading IPTV player that has generated revenues of approximately £100 million since its flotation on AIM in June 2004, Bob Giddy, aged 61, has retired from Amino as a full time executive director.

Mobile multimedia progress in 2007, ease of use to drive 2008

MPEG-2 still dominates but MPEG-4 rising fast

Sweet vengeance for Transmeta as Intel forks out \$250m

CEVA DSPs shipping to 80 percent of handset OEMs

Sony Ericsson ASP drops but volume grows 59%