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## **ERICSSON BOWS OUT OF CUT-THROAT MOBILE MARKET**

Following the announcement this morning that Sony is buying out Ericsson, **Ernest Doku, technology expert at [uSwitch.com](http://uSwitch.com), commented:** "At the stroke of a corporate pen, Ericsson has formally bowed out of the cut-throat mobile phone market.

"The Swedish firm will now concentrate on other areas of its business, leaving its Japanese partner Sony to take on the might of Apple and Blackberry. Despite the boom in smartphone sales, the partnership has struggled to hold its own. Overall revenue over the past 12 months has remained flat as sales of conventional phones fell away.

"Now the brand will revert to being just Sony, and the focus will be all about smartphones. The Sony name still has great credibility, and the addition of PlayStation games on the latest models has helped cement its smartphones' appeal to serious gamers."

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