



Ericsson GE Mobile Communications Inc.

The News

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Ericsson design team creates the best digital cellular phone, leads the world into new market

"We now have the perfect dual-mode digital phone," claims Hugh Willard, Sr. Project Manager for D-AMPS R&D. "A design team got together late in 1993 to create a digital phone better than any other on the market, and the marketplace seems to indicate that we have achieved our objective."

Hugh is talking about the new Dolly Jane which was designed at the R&D center at Research Triangle Park and will be manufactured in Lynchburg. The phone is in initial production in Kumla now and will be transferred to Lynchburg in the first quarter of 1995 for high volume production in both factories. Thousands of Dolly Janes are expected to roll out of the Lynchburg and Kumla facilities by the end of 1995.

"We have customers standing in line for this product," Hugh says. "The sales potential to me is just phenomenal. It's heart warming to have a product that is so enthusiastically accepted around the world."

The Dolly Jane is a global product and will be sold in North America, South America, South East Asia, Russia and China — any country that uses the North American standard D-AMPS, Digital Advanced Mobile Phone Service.

The design team that worked on the project for more than a year was determined to produce the "perfect" digital cellular phone. "If there was a watchword, it was intensity," Hugh says. "Don't let anything get by you. Everyone was 'flinty-eyed'."

Their intensity certainly paid off. The team hit the projected date and cost and met their objective of designing the perfect digital cellular phone. "McCaw has said it's the best they've seen," Hugh says.

A lot of teamwork throughout the business helped make the Dolly Jane successful. Radical changes had to be made in material planning and manufacturing to allow the high volume production necessary to meet projected demand. Ericsson really stood behind and supported this project, Hugh says.

"A couple of years ago we were

concerned that the digital marketplace may not develop rapidly. The dual-mode products and systems were all fraught with reliability, performance and customer acceptance problems," he explains. "Therefore, the market did not grow. But Ericsson had a significant investment in the development of the digital market. The challenge was to make a product so good that it would pull the market into place, giving the vendors the quality, reliability and functions that digital was intended to provide. This team

See Dolly Jane on page 2

RUN FOR THE ROSES

GRAND PRIZE WINNERS



The annual Run for the Roses grand prize drawing was held recently and the winners of the Caribbean cruise are pictured above with George Fath. L to r: John Bohannon, (George Fath), Miriam Wood, Chuck Shaughnessy, and Jim Silverstrim. Not pictured: Hal Peterson.

Dolly Jane

(cont. from page 1)

and this company is to be credited with turning the digital market around. There is going to be a digital market and we're going to be leaders in it."

The success of the Dolly Jane is also helping the Systems Business by creating a demand for digital switches and base stations. "The terminals business is doing the best it has ever done," Hugh says. "Systems is even bigger but they would not enjoy such success without the development of the digital market."

As the Dolly Jane goes into production, the design team is working on variations and new versions of the phone. According to Hugh, there will be seven or eight models, including a flip version. Ericsson will also do private labeling for various customers, including Cellular One. The "flip" will carry the private companies' logos and the phone itself will be generic, making it quick and easy to produce private label phones. Hugh estimates it will take 10 weeks from the placement of a private label order to delivery, which allows Ericsson to respond quickly when market changes occur and business opportunities come along.

According to Hugh, a "performance improvement" model will be



The Dolly Jane design team at RTP, NC, has created the "perfect" dual-mode digital phone for the cellular market. Customers are standing in line for the product.

developed for production mid-1995 with added features, improved yields, and extended signal ranges.

The digital phone design team is quite proud of its accomplishments but is carefully watching the production and sales success of the product. Hugh says, "We'll feel even better when 500,000 are sold and none have been returned."

Editors Note: For more information about digital cellular, see the Dec. 14 issue of *The News*, "Ericsson sells first digital microcell base station to Cellular One in Chicago."

by Denise Wærnle

Advantages of digital cellular over analog cellular

- Better audio quality, no static, short text messages, calling number ID
- Stable voice coverage at increased distances
- Tripled efficiency; digital sends three voices in one channel rather than one voice per channel

Lock Out & Tag program prevents employee injuries

EGE has a Hazardous Energy Control Program, also known as "Lock Out & Tag," to provide a safer workplace and to further reduce the chance of employee injuries.

The procedures of this safety program will be followed by employees who have been authorized and specially trained to perform maintenance and servicing of machines or equipment that have the potential to "energize" (start up) unexpectedly and cause injuries.

Any employee whose job requires him/her to operate or use a machine that is serviced or maintained under

the Lock Out & Tag procedures but has not been authorized to perform maintenance nor trained to apply and remove Lock Out devices, is considered an "affected employee."

Any employee whose work operations are, or may be in an area where Lock Out & Tag procedures are utilized, is considered to be an "other employee."

As an "affected employee" or "other employee," you have certain responsibilities to ensure the safety of yourself and coworkers.

1. Never attempt to remove a Lock Out device or Tag.

2. Never attempt to restart or re-energize machines or equipment that have Locked Out & Tagged.
3. Follow the instructions and warnings of the authorized person performing the maintenance or servicing operations.

"The purpose of the Hazardous Energy Control Program is to eliminate injury or the potential for injury," says Bill Richardson, Safety Engineer. "To do that, each person must be aware of the potential hazards and follow procedures for the safe application of the program."

RUN FOR THE ROSES

Craig Szczutkowski won the July Run for the Roses award for his outstanding professionalism and perseverance on the Taiwan order.

John Bohannon and **John Locatelli** both won the award in October for their outstanding records in meeting delivery schedules, reducing inventory and making output numbers.

Jim Silverstrim received the award in November for his outstanding dedication and professionalism in providing leadership for the Advanced System Engineering Seminar.

Branko Poje and **Mikael Anckers**, both of Stockholm, won Run for the Roses awards in November for their outstanding contributions in the Russian Business development.

Ed Christmas won the award in December for his perseverance and professionalism in working with Ericsson Business Networks on an important account.



Award winners with George Fath, second from left, I to r: John Bohannon, Craig Szczutkowski and Jim Silverstrim. Not pictured: Ed Christmas, John Locatelli, Branko Poje, and Mickael Anckers.

RTP employees share some Christmas cheer

RTP employees celebrated the holidays with a little party Sunday, December 11 at the local Radisson. More than 350 people attended, including their children. A magician kept them entertained with a sack full of illusions, and Santa Claus listened to the children's Christmas wishes and posed for pictures.



Capture the Spirit of Christmas

Ericsson employees open their hearts to local families

Many employees got together this year to help others in their communities who are less fortunate and truly captured the Spirit of Christmas.

Ericsson's **cooperative education students** in Lynchburg, affectionately known as co-ops, donated \$140 to sponsor "angels" from the Salvation Army's Angel Tree. They sponsored a boy and a girl, and each child will receive several outfits and toys. They bought the little boy a toy flip phone that makes noises. "We thought that was appropriate since we work at Ericsson," says Stephanie Slusher.

The **Credit and Collections** team sponsored a family, buying them clothes, toys and groceries for the holidays. Their family consisted of a man with two children, a boy and a girl. They collected more than \$300 dollars in cash and altogether will donate more than \$500 in food and gifts. Credit and Collections has been doing this for 15 years instead of exchanging gifts among themselves.

The **PCS and MPA** areas adopted

a family of six for the holidays instead of exchanging gifts. They collected \$200, and with the help of a local department store, they bought gifts for the mother and her five children. "Christmas is sharing and caring through giving," they said.

RTP employees worked with Wake County Department of Social Services to help needy children in their area. Social Services supplied a list of children and each name was

placed on the Christmas trees in the individual buildings so employees could pick a child to support. Altogether, they bought gifts for about 46 children.

Many thanks to everyone who donated toys for the U.S. Marine Corps Reserve **Toys for Tots** campaign. Thanks to Ericsson employees, there will be a lot of happy children in Central Virginia and Wake County, NC this Christmas.

Volleyball team wins city championship



Ericsson's volleyball team bumped, set, and spiked its way into first place in Lynchburg's recreational league. The trophy will be displayed in the case outside the CTC. Team members are: Mohit Bhatnagar, Flavio Cardoso, Russ Duckworth, Rene Gomez, Stephen Huh, Andy Nguyen, Jung Pyon, Stavros Striglis, Denise Kimble, Tammy McCraw, Tiffany Pruner, Anjana Nagarajan, Hope Yuan, and Donna Smith.

JOB OPPORTUNITIES

Hourly:

LH15 Asm Test Insp A, 1st shift,
R. Goudeau.

LH15 Asm Test Insp A, 3rd shift,
L. Ferguson.

(4) Surface Mount Dev Opr/Insp,
3rd shift, GR Campbell.

*See posted job descriptions. All
forms should be in by 1/5/95.*

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