

# Ericsson launches automatic configuration

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Ericsson launched Tuesday its automatic device configuration, which will allow operators to identify which devices are being used by a cell phone.

The Swedish electronics giant said in a news release that "configuring a phone is a major barrier to use of mobile services, with over 60 percent of consumers finding it difficult to activate services once they have the settings in the phone." The company's latest device will identify which phone model a user has and store the information in a database, which then will offer the correct mobile-phone configuration to the user.

"We see tremendous potential for services beyond voice," stated Gunilla Fransson, vice president of service layer at Ericsson.

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