

A Teddy Bear for Grown-Ups

TELEPHONES ARE RINGING like never before in Sweden. This small Scandinavian country has by far the highest per-capita cell phone use in the world. Currently, there are about 3 million cellular phones in use in Sweden, which means that one of every three Swedes is carrying one!

It's amazing how much beeping, buzzing, and ringing pours out of back pockets, brief cases, and purses despite the fact that the cost of a daytime call is 6 Swedish crowns (about 75 cents) per minute. You can't escape it. In movie theaters, on trains, in the emergency rooms of hospitals, and even in public rest rooms you are never free from the urgent beep of someone's "Yuppie Teddy Bear," as cell phones are called in Sweden.

Not only are Swedes using mobile phones, they are making them, too.

Swedish electronics giant L.M. Ericsson is a world leader in the very competitive field of mobile phones. Two of their latest models illustrate the enormous performance that is available today in small packages.

The Personal Communication Services phone, CF788, just four inches long and weighing only 4.7 ounces, provides an outstanding three hours and 20 minutes of talk time and up to 60 hours of standby time on one charge. It is available in three metallic colors—deep blue, dark green, and charcoal—and offers an array of customized features.

The advanced technology of this unit will allow the user access to services such as voice mail, paging, short message service (text messaging), and caller ID. Other features include speed dial memory for up to 97 numbers, six-party conferencing capability, missed calls retention, 12 unique ring types, Calling Number Identification (CNI) log, and many more. Built-in menu options allow users to easily select those functions they use most.

Another quality phone is the Ericsson KF688, one of the new K-series phones, which are the company's second generation of dual-band, dual-mode phones. This one features a larger, easier to read three-line display and side mounted volume/menu control keys so you can adjust the volume without removing the phone from your ear. The keypad is a new design with soft rubber buttons that make dialing easier. And a multiple language menu provides users a choice of four languages (although Swedish is not one of them).

This unit is 5.2 inches long and weighs just 8.5 ounces. It offers, among other features, text messaging, last number redial for up to 20 numbers, a 20-number CNI log, and 200 alpha-numeric memory locations. In digital mode, it provides up to 2 hours and 30 min-



utes of talk time and 47 hours of standby time.

My only phone hangs on my wall at home. The only features it has are an answering machine and a fax machine. I don't even have an Internet connection—yet. But those

of us who are not on the cell phone bandwagon can get some protection from the current mobile phone madness that pervades Sweden. In some restaurants and on a number of trains, you can now request phone-free sections. This is a business idea that probably will succeed—even though it is sometimes fun to eavesdrop on someone's "teddy bear talk."

See your nearest Ericsson mobile phone dealer, or visit the company's website at: www.ericsson.com/US/phones **S&A**

—Jan-Christer Tholin

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