



# NYC

## Network Experience

**We're enhancing the customer experience – broader coverage, more “traffic lanes” of capacity and faster speeds – across the New York City metro area.**

*AT&T's No. 1 priority is to offer the best wireless experience*

### ••• Coverage

- This year, we plan to **add more new cell sites in New York City metro area** to expand coverage and handle more phone calls and data traffic. Customers should expect to see immediate improvements as these sites are deployed.
- Fine-tuning our network to make sure calls connect and stay connected.
- And, we've just launched three new in-building **Distributed Antenna Systems (DAS) at Newark Liberty International Airport**. These networks of small antennas is providing a significant boost to performance and traffic capacity inside terminals A, B and C at the airport.

### ••• Capacity

- We're working now to add even more network capacity in the New York City metro area including Manhattan, to meet our customers' needs.

### ••• Speed

- AT&T's **New York City Network is Getting Faster with 4G**
- We plan to deploy fiber-optic backhaul – the connections between cell sites and our nationwide network – to **enable 4G speeds at more cell sites** this year.

### ••• AT&T Wi-Fi

- We have **more than 460** AT&T Wi-Fi Hot Spots in the New York City metro area.
- We're providing AT&T Wi-Fi service at 26 locations across 20 **New York City parks** in 2011 — free for all users.



- We've deployed several **AT&T Wi-Fi hotzones** across the city, providing another way for you to connect in busy locations where we see high data use. AT&T Wi-Fi hotzones are in **Times Square, near Rockefeller Center, near St. Patrick's Cathedral, along Park Avenue, and near the Ed Sullivan Theater.**
- AT&T customers get access to our hotspots and hotzones **at no additional cost**, included in their qualifying smartphone data plans.
- Most AT&T smartphones and tablets can **automatically connect** and seamlessly switch from our mobile network to AT&T Wi-Fi, without any setup required.
- We're supporting **HARLEM WEEK** with free AT&T Wi-Fi service for attendees, July 31-Aug. 31.

### **Building from Strong 2010 Momentum**

- We've added capacity to the mobile broadband network in Manhattan and parts of the Bronx, Brooklyn and Queens.
- From the additional capacity, we've seen stronger voice quality improvements in New York City – according to our internal testing.
- Last year, we reduced the dropped call rate in every zip code in Manhattan.
  - The average improvements was ~ 25%, and most noticeable in Uptown and the West Side
  - These improvements were realized in the face of dramatic voice and data growth.
- We've added new cell sites to expand coverage and upgraded others to enhance the mobile broadband network.
- By deploying additional equipment, including radio carriers, to hundreds of cell sites in metro New York, we've improved wireless voice and data connectivity for our customers.

**Whether you're making a phone call or surfing the Internet, AT&T is committed to improving our mobile broadband network experience for all New Yorkers.**