AT&T Music Milestones

July 2003
Introduces first music phone, the Nokia 3300.

August 2003
AT&T signs on as multiyear presenting sponsor of Austin City Limits Music Festival.

March 2004
First to offer Music Tone ringtones from all major music labels.

June 2004
AT&T streams live webcast of Crossroads Guitar Festival featuring Eric Clapton.

September 2004
AT&T streams live webcast of various musical acts at Austin City Limits Music Festival.

April 2005
Debuts Cingular sounds with "never heard before" music as ringtones.

AT&T launches blue room Web site featuring exclusive music content, interviews with tips artists and streaming video.

July 2005
AT&T signs on as multiyear presenting sponsor of Lollapalooza.

September 2005
Launches the Motorola ROKR E1, the world's first phone with iTunes®.

First to offer Billboard Mobile application.

November 2005
Unveils MobiRadio with more than 40 streaming music stations.

December 2005
Releases Sony Ericsson W600i Walkman phone.

January 2006
Launches the Motorola SLVR L7+iTunes®.

February 2006
Introduces Cingular Sounds Live, the first-ever made-for-mobile concert series, broadcast over Cingular video.

Launches MusicID, the first Java and text-based music- recognition service.

March 2006
Launches Live Idol Ringtones, ringtones of actual performances by "American Idol" finalists.

April 2006
Launches Cingular Mobile Music Studio, a first of-its-kind platform that offers hundreds of unsigned artists and bands on MySpace the ability to create and sell their ringtones to fans.

Launches Answer Tones®, allowing customers to replace the standard ringing tone their callers hear with a song, joke or other fun greeting.

AT&T blue room music launches a 2006 series of live music festival webcasts in 2006, including Coachella, Bonnaroo, Lollapalooza, Fashion Rocks, Austin City Limits, KROQ Inland Invasion and Vegoose.

September 2006
Releases Sony Ericsson W810i Walkman phone.

Introduces its latest phone with iTunes®, the MOTORAZR V3i, and remains the first and only carrier to offer iTunes® on the mobile phone.

October 2006
Launches Mobilcast service to give customers on-the-go access to thousands of podcasts.

November 2006
Introduces Cingular Music, the largest collection of mobile music content.

Releases the Samsung A707, one of the first handsets to feature Cingular Music, and gives users access to an array of music-centric content, including Napster, Yahoo!® Music and eMusic.

May 2007
AT&T blue room music hosts content from the legendary Jazz Fest.

June 2007
AT&T exclusively launches the Apple iPhone, a breakthrough wireless phone featuring an iTunes player and an Internet browser.

AT&T blue room music offers the only webcast of the White Stripes' "Icky Thump" release show.

July 2007
AT&T launches over-the-air music download service with eMusic, the world's largest retailer of independent music, giving wireless customers the ability to preview and purchase music over wireless devices.

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