



## AT&T and Consumer Wireless Choices

The rapid growth of the U.S. wireless industry has given birth to an explosion of choices for customers. New devices, applications, content, operating systems, and capabilities are introduced on a seemingly daily basis.

As wireless networks continue to get faster and more robust, wireless devices will have capabilities that no one can even dream of today. And an emerging industry, focused on developing innovative applications exclusively for mobile devices, will continue to help move the wireless industry forward.

### **AT&T: Your Mobile World. Delivered.**

AT&T is committed to providing unprecedented choice so that our customers can connect to their world – everywhere they live and work, the way they want, when they want, using the devices and applications they want.

To help wireless customers and application developers learn about the myriad of choices available with AT&T, the company hosts an informative website:

[www.att.com/choice](http://www.att.com/choice)

The site offers resources including:

- **An Inventory of Applications** highlighting the most popular apps and third-party content sites offered on AT&T's properties, including the company's mobile portal, content store and online catalog. Depending on their device, AT&T smartphone customers can access more than 120,000 apps.
- **A Catalog of Devices** where customers have access to a wide array of handsets and easily look for and buy the right one for their needs (manufacturers listed below).
- **"Bring Your Own Device" Options for Consumers and Businesses** that tells consumers about the option of using their own compatible GSM wireless device on the AT&T network, including the need to purchase a SIM (subscriber identity module, which is the small electronic strip that is slipped into the phone, usually near the battery).
- **Help For Mobile Application Developers** —small, large and in between — complete with improved and expanded technical and marketing information on how to create, price and market apps for AT&T's consumers.



## **Choice of Devices**

AT&T offers a wide variety of consumer wireless devices and accessories from many of the world's leading manufacturers, including:

- Acer
- Apple
- BlackBerry (RIM)
- Dell
- Garmin
- HP
- HTC
- Lenovo
- LG
- Motorola
- Nokia
- Option
- Pantech
- Samsung
- Sierra Wireless
- Sony Ericsson

## **Choice of Operating Systems**

AT&T supports an array of operating systems from the following:

- iPhone
- Windows Mobile
- Android
- BlackBerry
- Symbian
- Garmin