2010 AT&T Developer Summit

‘Apps for All’

Building a World-Class Platform to Enable Innovation

David Christopher
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AT&T Developer Program 'By the Numbers'

1st
major carrier to launch developer program

900+ wireless devices certified

1,200 developers in "Fast Pitch" open calls

400+
enterprise applications

4th
Annual Developer Summit

1,000s
of consumer applications

#1
Top carrier developer program by Evans Data
2007 2008 2009

30,000
registered members

40 / 15 webcasts and white papers for developers

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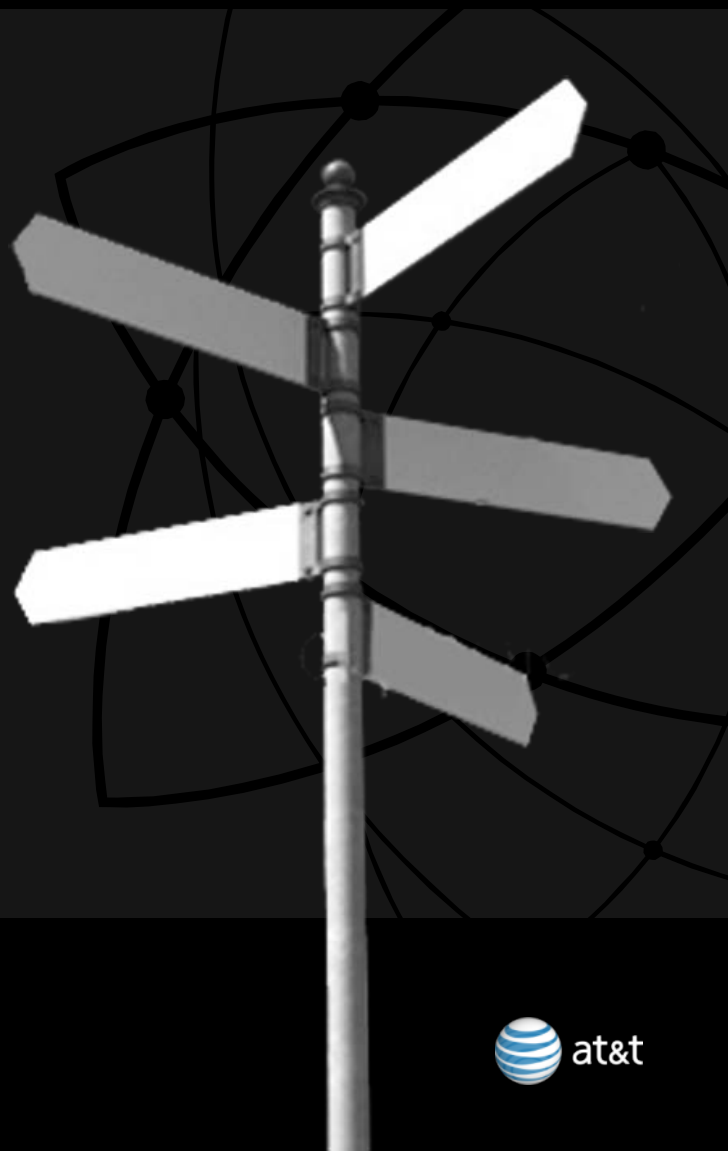
Challenging Environment

- Merchandising
- Complexity
- Fragmentation



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Reaching More of AT&T's Customers

Emerging Users

- E-mail/SMS
- Maps & Navigation
- Purchase content

Sizable Audience

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Developer Roadmap

- New AT&T SDK
- Cross-platform support
- New storefront strategy

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New AT&T SDK

Featuring BREW Mobile Platform

- Established
- Efficiency
- Backwards compatible with C & C++
- Supports Java & Flash

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New AT&T SDK

Integrates Network APIs

- Less complexity
- Firewall compliant
- Enhanced security
- Web-based development and testing
- Easier coding

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New AT&T SDK

Plusmo Technology

- Create widgets
- Deploy across operating systems & devices

Widget Beta Program

- Influence SDK 2.0

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New AT&T SDK

2010 Roadmap

Today

- Launch of Brew MP

Q2

- Brew MP Device Emulator
- AT&T Network APIs: Messaging, Location & Device ID
- Widget Beta

Q3

- Widget Integration (based on Beta)

Q4

- AT&T Network APIs: RESTful Upgrade
- Speech Services Beta
- Widget Updates

Cross-Platform Technical Support

Knowledge Base

- Webcasts, white papers & tech tips
- Device database

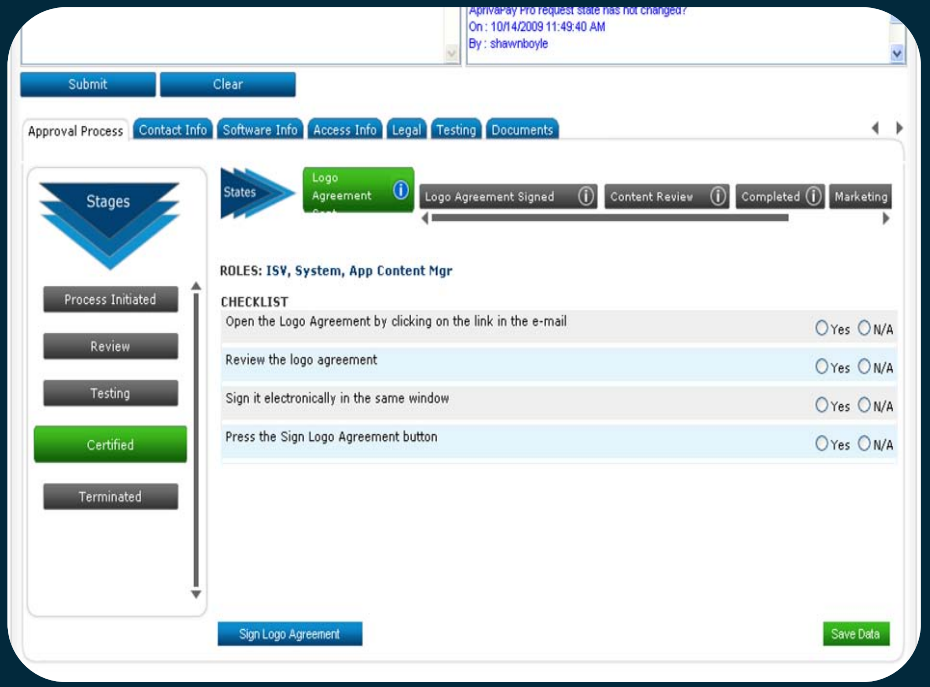
Active Community

- Forums
- Blogs
- Tweets

Tech Resources

- Trouble ticketing
- Email
- Phone
- Live chat
- Sandbox

AT&T Developer Dashboard



Automated workflow tool

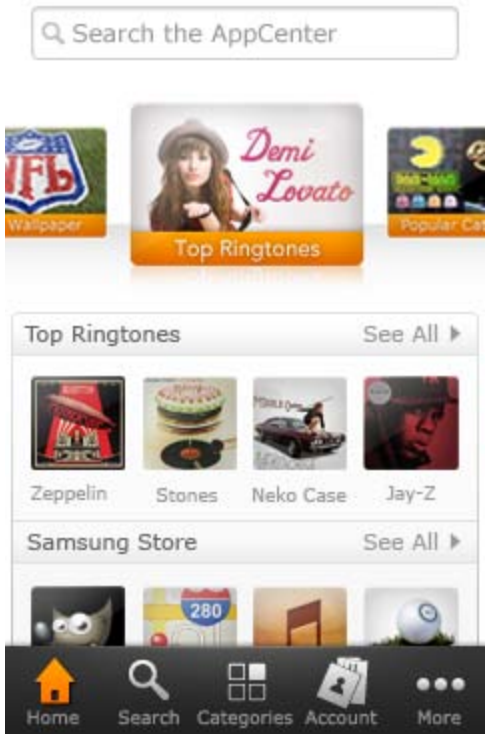
- Online submission and feedback
- Preferences and history stored

Simpler, more transparent processes

- Check status of submitted apps
- Review business agreements
- Set pricing

AT&T Developer Advisory Council

New AppCenter



1 AppCenter offers one-stop shopping

2 OEM mobile app stores with back end billing integration

3 Standardized revenue share

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