

2010 AT&T Developer Summit

'Apps for All'

Building a World-Class Platform to Enable Innovation

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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

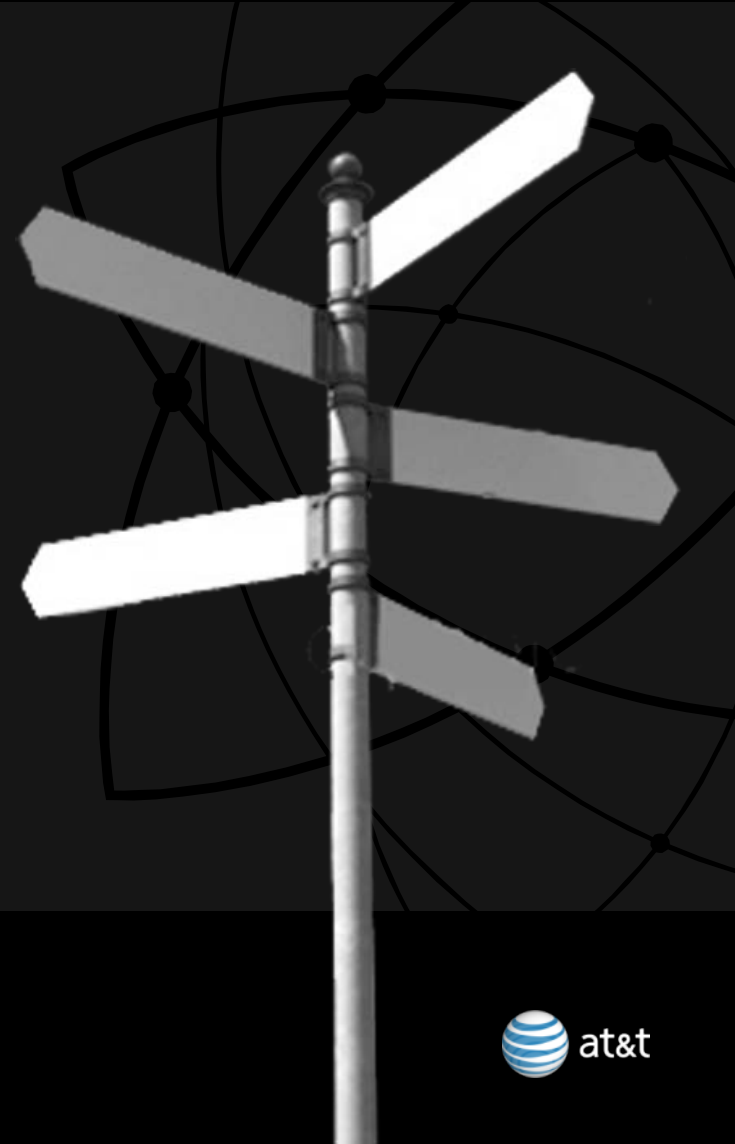
and white papers
for developers

Challenging Environment

- Merchandising

- Complexity

- Fragmentation



Reaching More of AT&T's Customers



➤ Emerging Users

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

➤ Sizable Audience

Developer Roadmap

> New AT&T SDK

> Cross-platform support

New storefront strategy

>

New AT&T SDK

Featuring BREW Mobile Platform

- Established

- Efficiency

- Backwards compatible with C & C++

- Supports Java & Flash

New AT&T SDK

Integrates Network APIs

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

New AT&T SDK

Plusmo Technology

- Create widgets
- Deploy across operating systems & devices

Widget Beta Program

- Influence SDK 2.0

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

The screenshot displays the AT&T Developer Dashboard interface. At the top, there are 'Submit' and 'Clear' buttons. Below them is a navigation bar with tabs: 'Approval Process', 'Contact Info', 'Software Info', 'Access Info', 'Legal', 'Testing', and 'Documents'. The 'Approval Process' tab is active, showing a workflow diagram with stages: 'Process Initiated', 'Review', 'Testing', 'Certified' (highlighted in green), and 'Terminated'. The 'States' section shows a progress bar with steps: 'Logo Agreement Signed' (highlighted in green), 'Content Review', 'Completed', and 'Marketing'. Below this, the 'ROLES: ISV, System, App Content Mgr' are listed. A 'CHECKLIST' section contains four items, each with a 'Yes' or 'N/A' radio button: 'Open the Logo Agreement by clicking on the link in the e-mail', 'Review the logo agreement', 'Sign it electronically in the same window', and 'Press the Sign Logo Agreement button'. At the bottom, there are 'Sign Logo Agreement' and 'Save Data' buttons.

Submit Clear

Approval Process Contact Info Software Info Access Info Legal Testing Documents

Stages

Process Initiated

Review

Testing

Certified

Terminated

States

Logo Agreement Signed Content Review Completed Marketing

ROLES: ISV, System, App Content Mgr

CHECKLIST

Open the Logo Agreement by clicking on the link in the e-mail ☐ Yes ☐ N/A

Review the logo agreement ☐ Yes ☐ N/A

Sign it electronically in the same window ☐ Yes ☐ N/A

Press the Sign Logo Agreement button ☐ Yes ☐ N/A

Sign Logo Agreement Save Data

> 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

Bonfire Media



Vlingo



ANTENNATM
SOFTWARE



spring
wireless

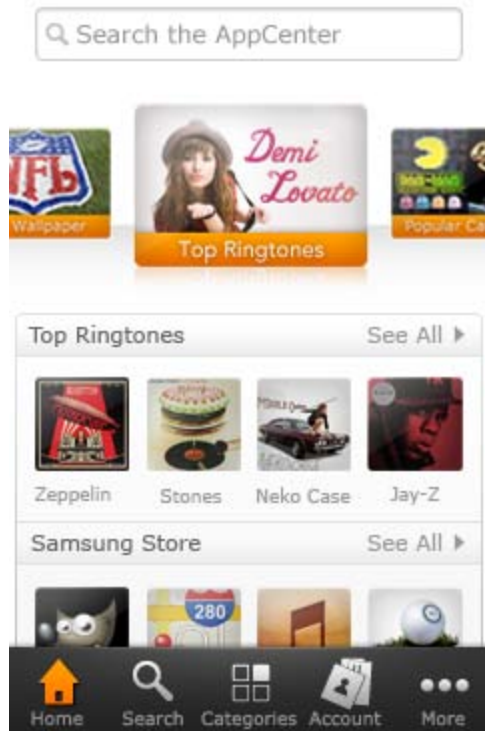
WDA
Wireless Developer Agency



ESPN



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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