

2010 AT&T Developer Summit

Apps for All

Building an Application-Centric Network

John Donovan

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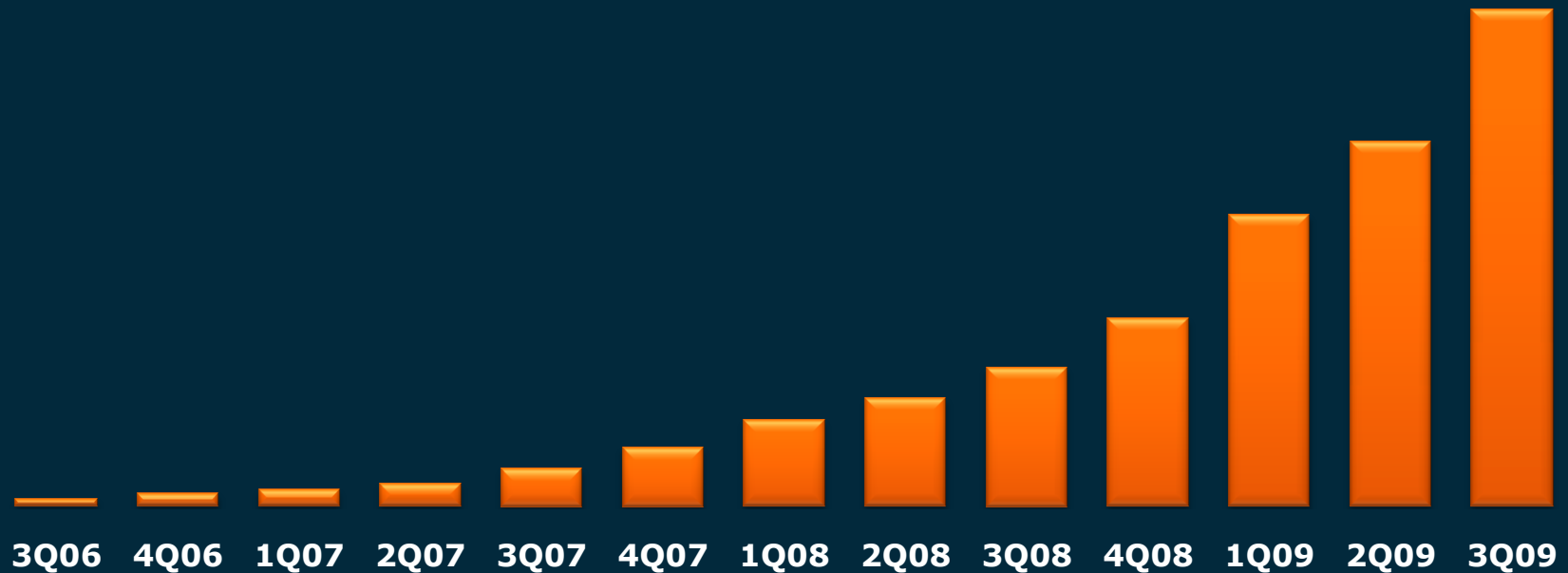


The Application-Centric Network



Wireless Data Growth at AT&T

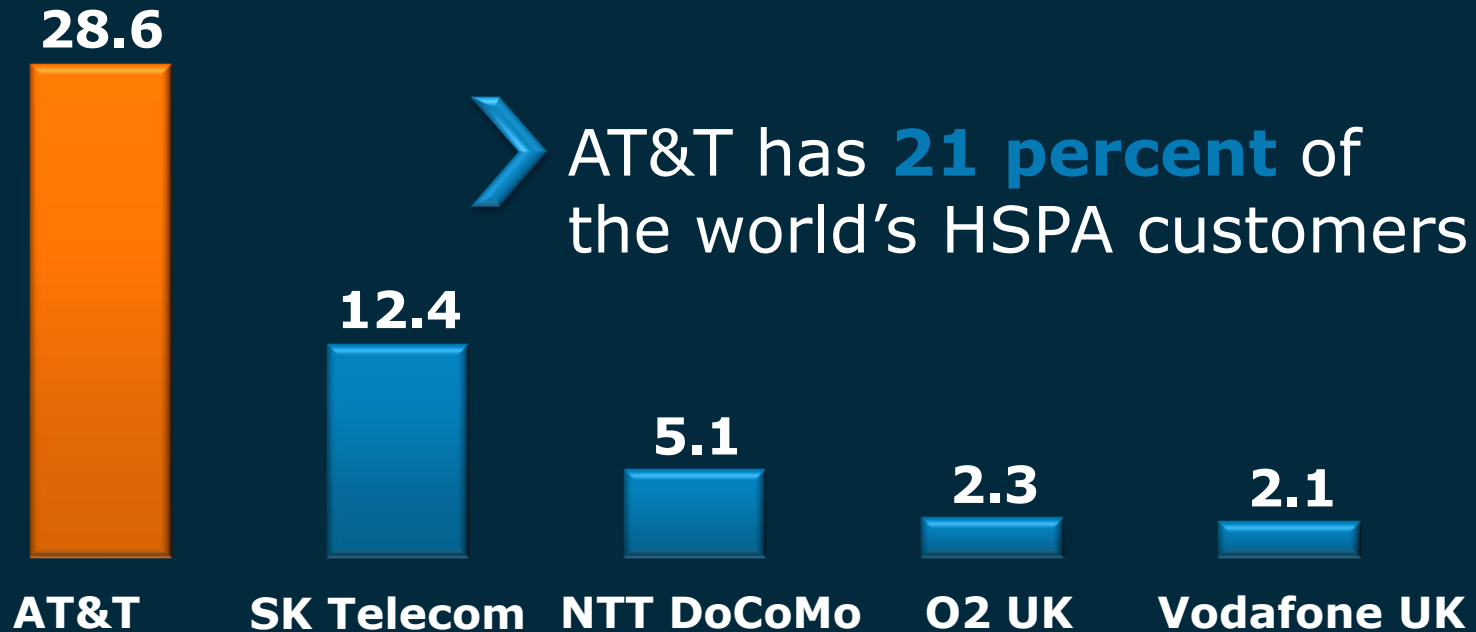
> **6,732%** growth over 13 quarters



AT&T is the Network of Choice

HSPA Customers

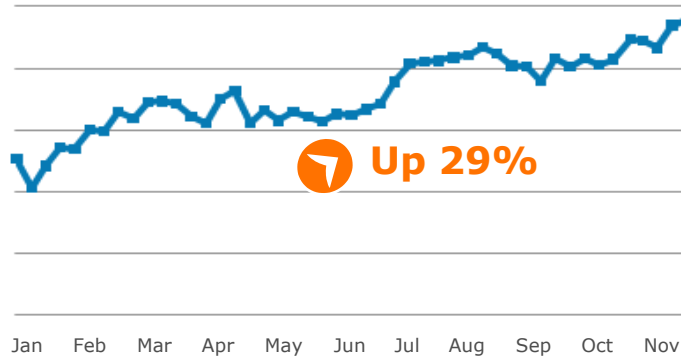
(Millions of customers)



Source: GSMA, Aug 2009

Major Wireless Initiatives Delivering Results

2009 National Voice Quality (Composite Quality Index)



YoY
Nov. 2009 Improvement*

3G Dropped calls	1.08%	Down 17%
3G Blocked calls	1.01%	Down 19%
Network-driven churn	0.25%	Down 18%

* Nov. '08 to Nov. '09

Strong Operational Performance

- Overall, AT&T is performing well and delivers the nation's fastest 3G network
- Third-party drive tests show 98.68% call retainability**

Focus on New York City and San Francisco

San Francisco

- Added 850 new carriers to increase 3G capacity
- Added 6,500 T1s to ease congestion

New York City

- Added 900 new carriers to increase 3G capacity
- Added 7,000 T1s and 238 DS3s to ease congestion

** GWS drive test results

HSPA 7.2 Deployment: Nation's Fastest 3G Network Getting Faster



AT&T's 3G Cell Sites Enabled with HSPA 7.2 Nationwide

- Generally improves consistency in accessing data sessions
- Prepares the network for faster speeds
- Increases network efficiency



Aggressive Backhaul Program Underway

- Fiber optic and Ethernet connections to cell sites
- First 6 markets in progress: Chicago, Dallas, Houston, Los Angeles, Charlotte and Miami
- Expect majority of mobile data traffic will be carried on fiber-based backhaul by end of 2010
- Prepares the network for future LTE deployment

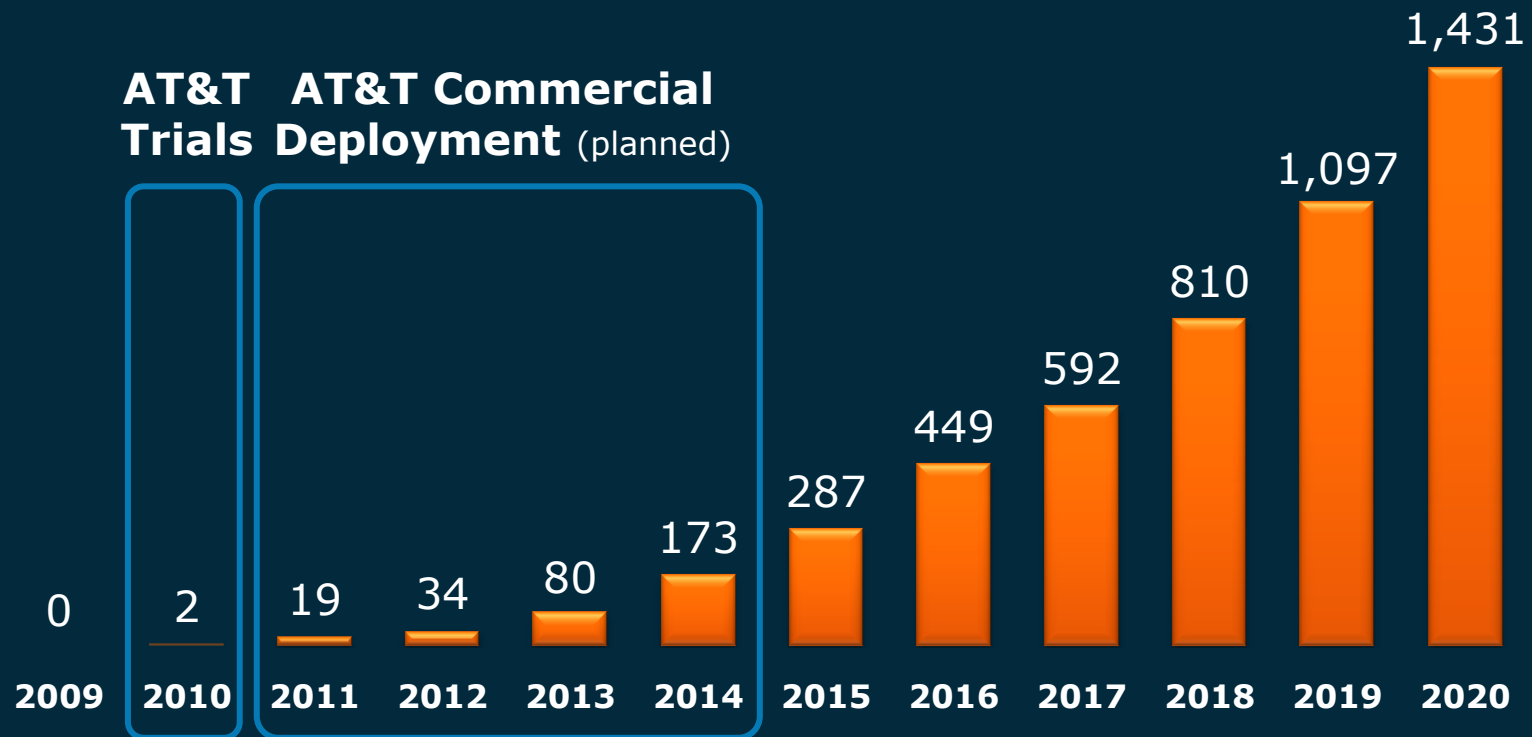


Supports Best Overall 3G Experience for Customers

- As backhaul connections are complete, 7.2 software supports doubling of peak theoretical speeds
- AT&T has millions of customers who will immediately benefit; more than a dozen devices, including the iPhone 3GS, are already enabled with HSPA 7.2 capabilities

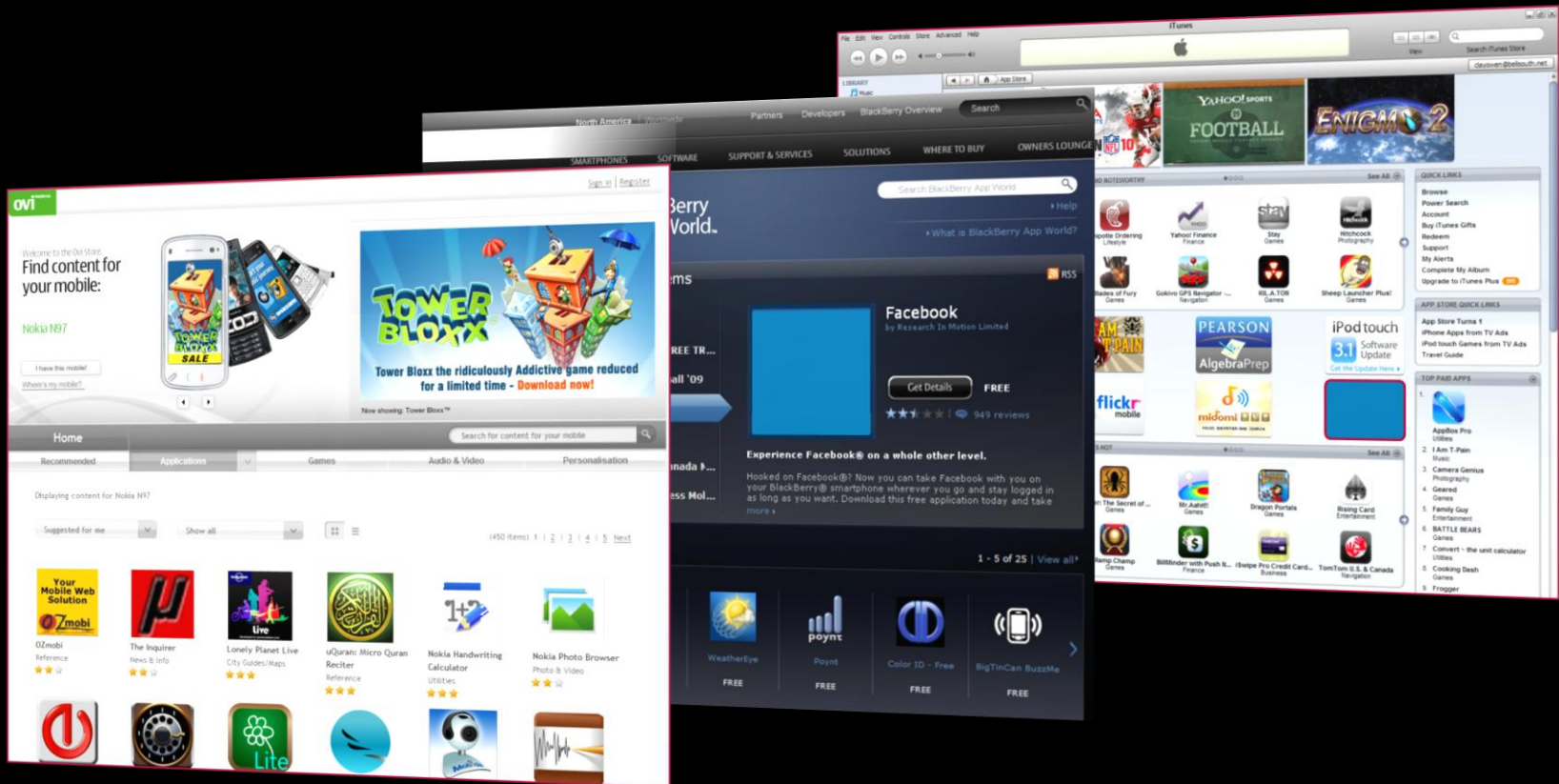
Scaling LTE with Device Availability

Number of LTE Devices (in millions)



Source: Ovum mobile device forecast 2008; Booz & Company

Proliferation of App Stores



Building a World-Class Application Ecosystem

Applications



at&t



Customers

Developer Support

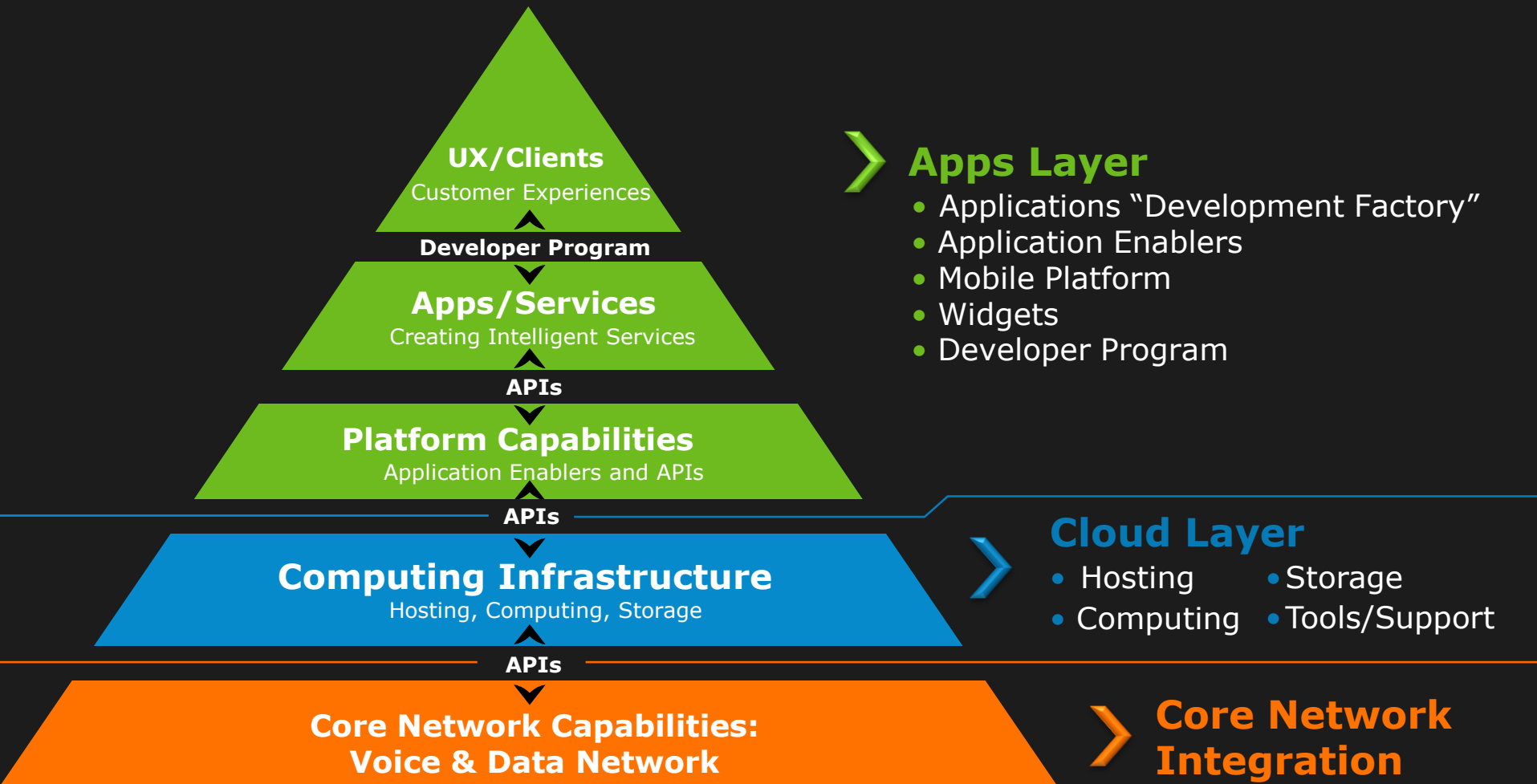
Development Platforms

Device, Service, Network APIs

Cloud Infrastructure

Core Voice and Data networks

AT&T Service Delivery Approach



Scalable IP Core Network

Increasing capacity, resiliency and reach

**Scalable
40G core**

**Feature rich
routing**

**Supporting
applications
and services**



Defining the Cloud...

> Cloud Services

- Business or consumer services delivered and consumed over the Internet in real time
- Provides application enablers to developers

> Cloud Computing

- Includes all elements of the full “stack” of IT and network products and supporting services.
- Enables the development, delivery and consumption of cloud services.

AT&T

State-of-the-art Data Centers

Vast Networks

Enables AT&T
to develop a
portfolio of
service offerings

Provides customers...
Business Improvement,
Speed of Deployment,
Scalability, Pay-per-use
Options

New Tools for Developers

Parlay X Compliant Web Services APIs

- Retrieve location of AT&T subscriber
- Send SMS messages
- Send MMS messages
- Send WAP push messages
- Discover device capabilities

Lightweight APIs

- RESTful APIs for location, SMS, MMS and WAP push
- Planned availability in late 2010

Sandbox for APIs

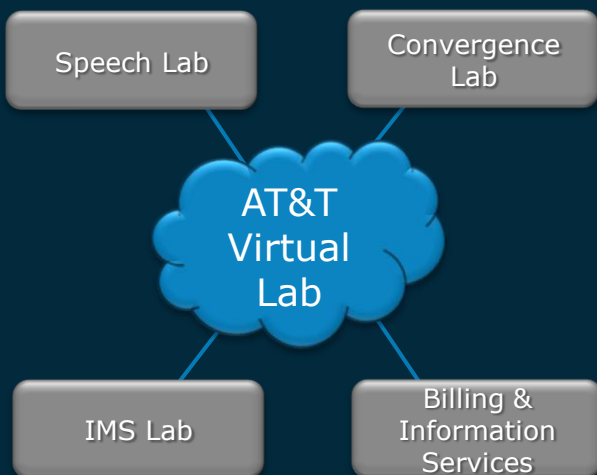
- Fast onboarding – hours, not days
- Planned availability in 2Q 2010

AT&T Innovation Lab and Centers

Next phases of developer support

Phase 1

Application Components



Core Components

IMS Core

Packet Core

Voice Core

Phase 1

**Virtual
Innovation
Lab**

Atlanta

Phase 2

Planned Innovation Centers

Innovation Center
West

Innovation Center
East

Core Components

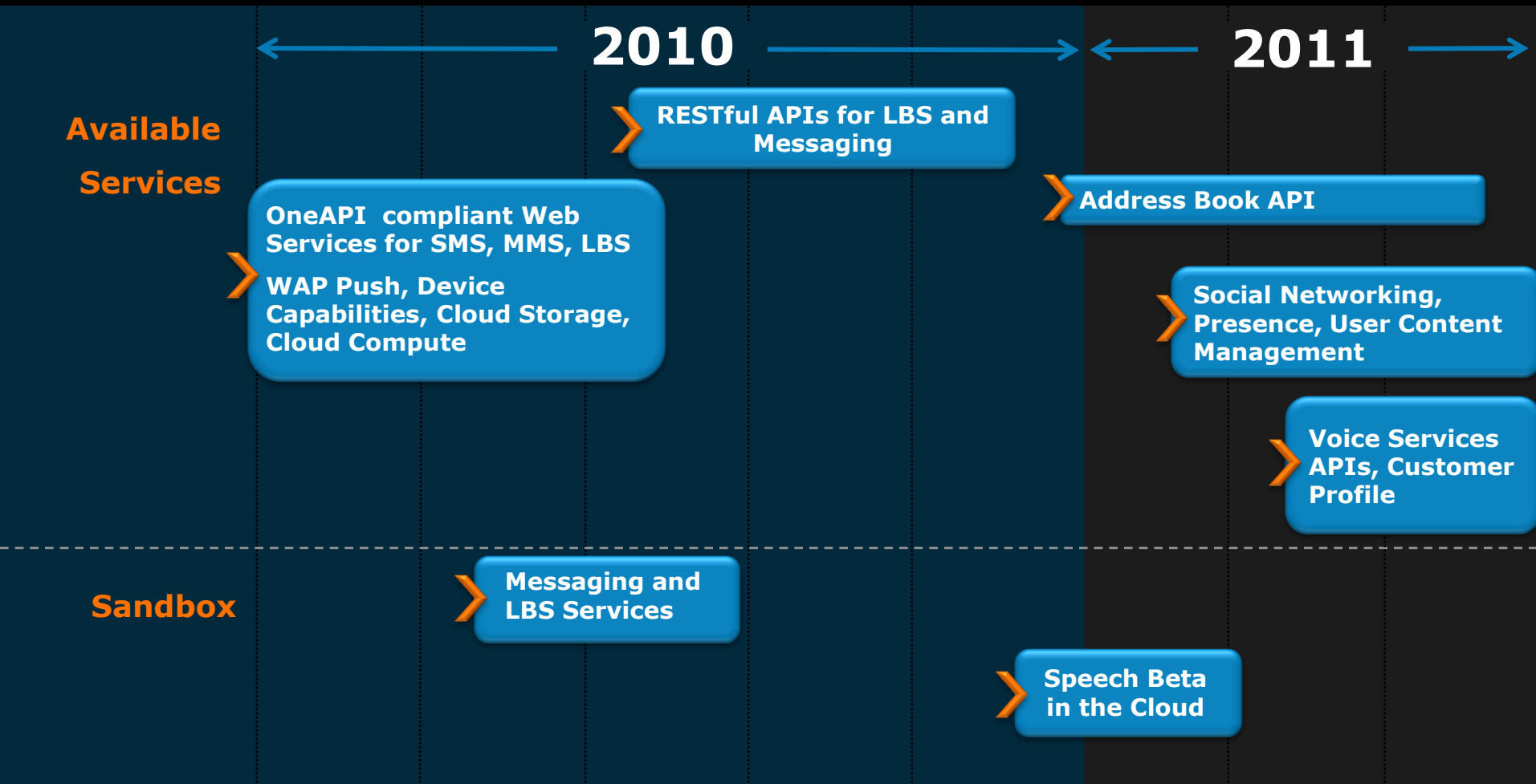
3G 4G RF

**Development, Test
& Demo Areas**

**Executive
Presentation Rooms**

Roadmap for Developers in 2010

> High Level Project Milestones



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