



Talk & Surf at the Same Time

The ability to talk and surf at the same time on your smartphone is one of the AT&T mobile broadband network's key advantages. If you have it, you probably use it all the time. You may not even think about it. If you're a Verizon or Sprint customer on their CDMA networks, however, you don't have it. Can't do it. And you may not know what you are missing.

Let's say...

- Your mother-in-law is 35 minutes into her detailed account of her recent Vegas trip. With simultaneous talk and surf, you're updating Facebook, checking stock prices, and keeping tabs on the game as the conversation wears on.
- You slip out for lunch and, like clockwork, the boss calls. Please review these slides, the CEO needs them. You pull them down from the cloud and offer comment as she stays on the line. What's for dessert?
- You get a frantic call from your daughter who was just in a car accident at Canton and Merrill. The problem is you have no idea where that is and you want to keep her on the line. With simultaneous talk and surf, you can keep calming her down while you map your route.

Survey says: It's a great feature...

We asked our customers and found:

- Half of the respondents said they took advantage of simultaneous talking and surfing at least several times a week.
- Nearly one-third use simultaneous talk and surf daily.
- More respondents talked and surfed on a daily basis (31 percent) than watched videos daily (25 percent) or used GPS navigation daily (16 percent).
- About 25 percent of respondents were not aware they had the ability to use simultaneous voice and data.
- More than two thirds of respondents who were aware of the service said they would be disappointed to lose the feature, including one in five who said they would switch carriers if the feature didn't exist anymore with AT&T.

Not on every network...

Only select carriers can offer simultaneous voice and data – known as talk and surf. The AT&T network can, because it based on GSM, the world standard available in more than 200 countries. Business people can be more efficient and responsive to their customers. And consumers can stay better connected to friends and family -- when it's fun or when it's important.