

AT&T Delivering the Digital Lifestyle — From Three Screens

It's no longer the digital home. It's the digital lifestyle. And when it comes to communications and entertainment, convergence and integration is becoming increasingly important to consumers who want to enjoy the benefits of anytime, anywhere communications.

In an effort to give consumers what they want, when they want it and wherever they are at, AT&T is building a strategy around three screens — the TV, the PC and the wireless phone.

Backed by a portfolio of “quadruple play” voice, video, data, and wireless services, AT&T is on the fast track to making the three-screen strategy a reality for customers by introducing a number of integrated, multiscreen services, with more to be launched soon.

AT&T's Three Screens

The TV Screen

Later this year, AT&T plans to deploy two revolutionary video offerings, AT&T U-verse TV and AT&T HomezoneSM.

Both services go beyond what's in the marketplace today.

AT&T Homezone brings together AT&T | DISH Network and AT&T Yahoo!® High Speed Internet services and gives consumers the ability to view music, photos, HDTV and enjoy the benefits of several unique, integrated applications from one set-top box.

AT&T U-verse TV, which is Internet Protocol-based TV, will bring a new entertainment experience to customers. AT&T U-verse TV currently features a high-quality video experience with more than 200 channels, a video-on-demand (VOD) library featuring hundreds of hours of a variety of programming, picture-in-picture feature that allows subscribers to “channel surf” without leaving the program they're watching, and fast channel changing — eliminating the delay experienced with other digital broadcast services whether surfing channels or recalling the last channel viewed.



The PC Screen

Many AT&T Yahoo! High Speed Internet customers are already experiencing the digital lifestyle. In addition to enjoying an award-winning, industry-leading high speed Internet service that delivers unmatched levels of personalization, customization, and interactivity, AT&T Yahoo! customers can now download a wide variety of television shows and movies at home or on the road.

AT&T has announced several content deals with providers like TotalVid.com, Akimbo, Vongo, and MobiTV to further enhance the broadband experience for customers by delivering differentiated entertainment-related services while keeping consumers connected.

AT&T also delivers unique content on portals like the AT&T Blue Room (www.blueroom.att.com), which features exclusive musical content, in-studio interviews, live performances and unedited commentary of chart-topping artists.



The Wireless Screen

The AT&T Yahoo! Go Mobile application, launched in early 2006, is one of the most extensive integration of wireless and Internet services available to consumers. The application replicates the AT&T Yahoo! Internet experience on consumers' Cingular Wireless phone. For example, subscribers can not only access their AT&T Yahoo! e-mail and use Yahoo! Messenger but also easily send photos to their online photo album or download photos from their online album onto their phone, access personalized content from the online AT&T Yahoo! portal, and have a shared address book and calendar, both of which will synchronize and update automatically.

Mobile2Home is a Cingular Wireless calling plan feature that integrates wireline and wireless calling. The feature provides unlimited calling to and from a Cingular Wireless mobile phone and a combined-bill AT&T local home telephone number.



The calls to and from the Cingular Wireless phone to the AT&T local number do not count against the subscriber's monthly Cingular Wireless plan minutes. AT&T and Cingular recently finished a trial of the service and expect to launch it broadly later this year.

Unified Communications (UC), launched in late 2004, allows consumers and small businesses to access their e-mail, faxes, and both wireless and wireline voice mail messages from a single messaging system. Subscribers can retrieve, reply, and forward their various messages through a landline phone, wireless phone or through an online portal that uses speech-to-text technology. UC gives customers greater control over their communications, increasing personal and business productivity. AT&T was one of the first major telecom companies to introduce this type of messaging service.

Pending regulatory approval of the merger with BellSouth, which will result in AT&T's wholly owning Cingular Wireless, customers will benefit from Cingular's and AT&T's being able to further accelerate the integration of wireless into the three-screen strategy.

AT&T is uniquely positioned to deliver on the promise of convergence. IP technology is spawning innovations that are revolutionizing how we watch video and listen to music, stay in touch with our family and friends, and collaborate with co-workers and business associates across the globe. AT&T was among the first to realize the power and possibilities of IP — combined with the flexibility of wireless — to drive productivity, create new business models and keep customers always connected.

AT&T has invested billions to develop an intelligent global IP network that's capable of delivering IP-based voice, video, and data virtually anytime and anywhere. AT&T continues to enhance and evolve its global IP backbone, local access, and wireless networks in ways that will bring greater value to both consumers and business customers. AT&T intends to make all of these IP networks — wireline and wireless — work together seamlessly on the three critical screens: the PC, the TV and the wireless phone.

