

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 are becoming more 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, 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.

AT&T'S THREE SCREENS



The TV Screen

AT&T plans to deploy two revolutionary video offerings, AT&T U-verseSM 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. Customers can listen to music and view photos and HDTV, enjoying the benefits of several unique, integrated applications from one set-top box.

AT&T U-verse TV, which is Internet Protocol-based TV, will deliver a new entertainment experience. 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 capability that allows customers to “channel surf” without leaving the program they're watching; and fast channel-changing, which eliminates the delay that can be 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 such as TotalVid, Akimbo, Vongo and MobiTV to further enhance the broadband experience by delivering differentiated entertainment-related services while keeping customers connected.

AT&T also delivers unique content on portals, such as 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

AT&T Yahoo! Go Mobile, launched in early 2006, is the most extensive integration of wireless and Internet services available. The service replicates the AT&T Yahoo! Internet experience on Cingular Wireless phones. For example, customers can access their AT&T Yahoo! e-mail and use their IM service. They can automatically send photos to their online photo album or upload photos from their online album onto their phone. They can access personalized content from the online portal. And they will have a shared address book and calendar, both of which will synchronize automatically.

AT&T is uniquely positioned to deliver on the promise of convergence. IP technology is spawning innovations that are revolutionizing how we watch videos and listen to music, stay in touch with our family and friends, and how we collaborate with co-workers and business associates across the globe. AT&T is 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.

