



# AT&T Integrated Services

The new AT&T family of companies is leading the industry in integrating communications and entertainment services. The new AT&T was the first major provider to offer a single contact and bill for voice, broadband, entertainment and mobile services when the company introduced the quadruple-play bundle in 2004. Since then, the company has been aggressively moving beyond bundles to developing products and services that allow consumers to take advantage of solutions that blur the lines between wireline, broadband, wireless and entertainment services. Integrated services enable consumers to have virtually anywhere, anytime access from a variety of devices, allowing them to enjoy a truly digital lifestyle whether they're at home, at work or on-the-go.

## Wireline Integration

### Reinventing Wireline

AT&T companies will reinvent and add new value to the wireline voice experience by creating new, integrated services that work with a new line of phones (CPE or customer premises equipment). Together, they create differentiation, build brand loyalty and generate consumer preference for the AT&T voice "experience" over other service providers. These new services will improve usability of wireline phones by incorporating popular features and functionality usually associated with wireless handsets.

In 2006, the company will introduce a new, branded landline phone that allows users to make regular landline calls via an AT&T local phone line or PC to PC VoIP calls using Yahoo!® Messenger with Voice and SBC Yahoo! DSL. The cordless handset includes a color screen that provides access to the user's SBC Yahoo! Address Book and SBC Yahoo! Messenger. Consumers will be able to text message from the handset to other Yahoo! Messenger users, as well as to access other personalized Yahoo! content, such as stock quotes.

\*With the close of its acquisition of AT&T Corp., SBC companies are currently making the necessary legal and regulatory filings required to offer products and services under the new AT&T brand.

## Wireline-Wireless Integration

### AT&T Homezone<sup>SM</sup>

AT&T companies will launch AT&T Homezone, a groundbreaking new service that will combine satellite TV programming, high-definition and/or standard-definition DVR, Caller ID on the TV, movies-on-demand, photo-sharing and music through an award-winning new set-top box. Once this service is available, customers who have access to both SBC | DISH Network service and DSL\* from AT&T companies will be able to combine their communications and entertainment content into one easy-to-use package delivered to their televisions and stereos. Customers will also be able to log onto their AT&T Homezone receiver remotely, through a Web browser or wireless phone, to schedule DVR recordings, start movie downloads, and enjoy music and photo collections.

### Unified Communications

Unified Communications integrates wireline and wireless voice messages, faxes and e-mail into a common online mailbox. This service offers consumers a seamless messaging depot for retrieving, forwarding, and replying to voice messages or e-mail via a landline or wireless phone or online — in the same way that e-mail is handled today. The integrated message mailbox is accessible in several major markets, anywhere Internet access is available or by any phone. Unified Communications is currently available for purchase by customers in select states.

### FastForward

Service allows Cingular Wireless calls to be forwarded to a home phone, saving wireless minutes and usually resulting in higher call quality.