

FROM CONCEPT TO CERTIFICATION TO CASH

How developers can get their mobile apps on AT&T's wireless Network

With over 20,000 developers registered in its industry-leading wireless application developers program, AT&T has a wide range of methods for developers to use to get their products on the AT&T wireless network.

One of the methods, "Fast Pitch" is unique in the industry. For the past two years, AT&T has invited developers to submit proposals to meet with the company during spring CTIA.

Over 180 developers submitted proposals and AT&T met with 80 of them during the 2007 spring CTIA. About 15 of the 80 developers are now in the process of bringing their applications to the market over the AT&T network.

Last fall, AT&T launched "Virtual Fast Pitch" which enables developers to submit ideas to the company through its developers' web portal, "devCentral." Over 150 developers submitted proposals that are now being reviewed.

"We believe we have the industry's most proactive effort to find and support developers who are bringing incredibly innovative applications to consumers over our network," said Mark Collins, vice president, Consumer Data, AT&T's wireless unit.

Depending on their experience in the mobile marketplace and the utility and appeal of their offerings to consumers, developers can complete the process to place applications on AT&T's MEdia Mall or MEdia Net web portals in as little as a few weeks to a few months. Developers can also use AT&T's Beyond MEdia Net program to place their applications in the search index on the MEdia Net portal.

In a 2007 competitive analysis of the developer relations programs of major wireless carriers and device manufacturers by Evans Data, AT&T ranked first among carriers in its ability to help wireless developers successfully commercialize their applications from concept to certification to generating revenue.

The study -- which also ranked AT&T first amongst carriers and second overall for the quality of its developers program – said AT&T's developer, “partnering options are amongst the most well-defined among the companies reviewed here. Developers are given several options to market their applications, through (AT&T's) own marketplace and through external resources like Cellmania and Handango.”

Developers interested in more information about tools, tips and a step-by-step process to get their applications to market over the AT&T wireless network, should visit <http://developer.att.com> .