Fact Sheet
AT&T and Consumer Choices

Wireless: An Open Frontier

The rapid growth of the U.S. wireless industry has given birth to an explosion of choices for customers. New devices, applications, content, operating systems, and capabilities are introduced on a seemingly daily basis.

- Software Developer Kits (SDKs), such as the one Apple launched for the iPhone in March, offer resources for innovators to create applications for certain devices or networks.
- Android, a forthcoming operating system developed by Google and the Open Handset Alliance, promises to be "the first complete, open, and free mobile platform."
- Developer contests, such as AT&T's Fast Pitch and Open Call, provide opportunities for developers to get their applications in the fast lane with major carriers and reach tens of millions of customers in a relatively short timeframe.

As wireless networks continue to get faster and more robust, wireless phones will have capabilities that no one can even dream of today. And an emerging industry, focused on developing innovative applications exclusively for mobile devices, will continue to help move the wireless industry forward.

AT&T: Your Mobile World. Delivered.

AT&T is committed to providing unprecedented choice and simplicity so that our customers can connect to their world – everywhere they live and work, the way they want, when they want, using the devices and applications they want.

To help wireless customers and developers learn about the myriad of choices available with AT&T, the company hosts an informative website:

www.att.com/choice

The site offers resources including:

- An Inventory of Applications — The site highlights the most popular applications and third-party content sites offered on AT&T's properties, including the company's mobile portal, content store and online catalog
- A Catalog of Devices — Customers also have access to a wide array of devices, and www.att.com/choice lets them easily look for and buy the right handset for their needs.
- "Bring Your Own Device" Options for Consumers and Businesses —The site tells consumers about the option of using their own compatible GSM wireless device on the AT&T network, including the need to purchase a SIM (subscriber identity module, which is the small electronic strip that is slipped into the phone, usually near the battery).
- Help For Developers — The site broadens awareness among mobile applications developers — small, large and in between — highlighting improved and expanded technical and marketing information.

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Choice of Devices

AT&T offers a wide variety of consumer wireless devices and accessories from many of the world's leading manufacturers, including:

- Apple
- BlackBerry (RIM)
- HTC
- LG
- Motorola
- Nokia

- Option
- Palm
- Pantech
- Samsung
- Sierra Wireless
- Sony Ericcson

Choice of Operating Systems

AT&T offers customers the world's major mobile operating systems and environments, and the company works with hundreds of developers to create applications and content that work in these environments.

AT&T handsets currently work with:
- BlackBerry
- Java
- Mac OS X Leopard (iPhone)
- Microsoft Windows Mobile
- Palm OS
- Symbian

AT&T will continue to pursue new partnerships and evaluate emerging operating environments such as Android and LiMO, as they become available.

Choice of Email Platforms

AT&T also offers customers key mail platforms:
- BlackBerry
- Good Mobile Messaging
- Microsoft Direct Push
- Mobile Email, which gives easy access to AOL, AIM, Yahoo!, MSN Hotmail and AT&T Yahoo! Mail
- Xpress Mail For Smartphones

Choice of Music

AT&T lets customers select the music they want to hear in the way they prefer to get it, whether side-loading or over the air.

- AT&T has the largest catalogue of mobile music in the industry, including over the air and side-loading partnerships with Napster (5 million copies) and eMusic (2.7 million songs)
- AT&T is still the first and only wireless company to offer iTunes
- AT&T has more partnerships with digital music services than any other U. S. wireless carrier
  - These services include Napster, eMusic, XM Radio, MobiRadio, MobiVJ, VIP Access, Mspot's Remix and the personalized radio service, Pandora
- AT&T has some 30,000 music tones on its library and adds between 100 and 200 per week across a variety of genres and styles

Choice of Mobile Content

Customers can choose from an unprecedented number of applications for their wireless phones on AT&T's MEdia Mall including the top ringtones, and the coolest tools**.**

www.att.com/MEdiamall

AT&T recently introduced a new version of MEdia Mall – its one-stop shopping destination for mobile content -- with a host of new features including the ability to preview a ringtone before you purchase. Since launching on AT&T mobile handsets in December 2004, millions of customers have visited MEdia Mall to load up on ringtones, games, videos and other applications — generating more than $1 billion dollars in sales and helping spawn a wave of innovation among an ever-growing mobile developer community. MEdia Mall 2.0 has more than 90,000 choices from more than 115 different content providers.

AT&T also offers a rich array of content from 50 different providers on its wireless Internet portal, MEdiaNet, and works with more than a dozen aggregators who deliver off-portal content (ringtones, graphics, video and more) from some 500 different providers. On MEdiaNet, AT&T offers:

- Sports scores from ESPN and CBS, headlines from CNN
- Ringtones, games and graphics
- Movie times and reviews, dining recommendations
- Weather and traffic reports, flight times
- Cellular Video, which lets AT&T customers view 2,100 clips from 20 different providers.

But we don't stop at MEdiaNet; customers can download virtually any application without restriction from the Internet. AT&T has worked with developers to help them optimize more than 4.000 applications for our network, giving customers access to applications such as a glucose monitoring log (mydiabetic.com) to a psalm a day service (holybible.mobi).

Choice of Mobile Banking Options

AT&T has taken an open approach to the emerging market for mobile banking, using software from financial services application developer, Firethorn, to help AT&T's wireless customers access their financial institution's mobile banking services. Numerous financial institutions including Wachovia, SunTrust, and BancorpSouth rely on AT&T to serve their customers.

Industy Collaboration

Helping Manufacturers Create New Devices for Special Needs Customers

To encourage the development of innovative new devices, AT&T has made available, for the first time, its Universal Design guidelines. The guidelines help third parties design products and applications that are usable by the broadest range of consumers possible, especially those who are aging or who have disabilities. AT&T's recently launched Mobile Speak and Mobile Magnifier are two examples of the kinds of accessible products and services that can be created as a result of innovative collaboration and design. Mobile Speak is a screen reader with Braille support to assist the blind. Mobile Magnifier is a full-screen magnification application. To view AT&T's document on Universal Design, visit http://developer.att.com/universaldesign.

Helping Enterprise Businesses Tap the Power of Special Purpose Wireless Devices

AT&T has the largest, most comprehensive selection of special purpose devices in the industry with more than 285 devices from over 100 manufacturers. Many of the devices are used exclusively by certain firms and not sold by AT&T, but have been certified to operate on the AT&T wireless network. Special purpose devices include:
- Rugged PDAs – durable wireless devices designed to suit specific industry requirements
- Ruggedized Notebooks – featuring larger touch screen displays and keyboards required to run complex business applications
- Specialty Devices – includes trunk-mounted modems for fleet management and telemetry devices to monitor equipment

In addition, AT&T is likely the No. 1 wireless provider to commercial truck and van fleets.

AT&T has a catalogue of its wide range of enterprise solutions including applications and devices. To get more information on the catalogue, visit http://developer.att.com.

AT&T offers specialty devices from a wide range of manufacturers including:

@Road
AirIQ
AirLink (now part of Sierra Wireless)
Alarm.com
American Innovations
Ametek
Arcom
Ayantra
BlueBamboo
BlueTree Wireless
CalAmp
Cantaloupe Systems
Cisco Systems
Coleman Technologies
Comtech
Conner Winfield
Continental Automotive Systems
Cooper Power
CradlePoint
Crane Wireless
CSI Wireless
Dell
Digi
Digital Security Controls
Discrete
Driver Tech
Duncan Solutions
Earthwave
Enfora
Ericsson
Election Systems & Software
Falcom
Fleetmatics
Fujitsu
General Dynamix-Itronix
GenX
Geotrax
Guardian Global

Handheld Products (now part of Honeywell)
Hewlett Packard
Homeland Integrated Security Systems
Honeywell
Hypercom
Infotek
Ingenico
Intermec
Itron
JBM Electronics
L-3
Lenovo
Lipman (now part of Verifone)
M2M
MEI Group
Mentor Engineering
Metretek
Metrum Technologies
Microlise
Mission Communications
Mobile Knowledge
Motorola
Multi-Tech
Navman
NetworkCar
Novatel
Numerex
Obvious
OnSet Computer
Option
Panasonic
Parrot
Personal Assets Documentation
Portman Security
Preco
Pro Tech Monitoring
Psion Teklogix
Remote Dynamics

RM Michaelides
Sage
Samsung
Saucontech
Scope Technology
Siemens
Sierra Wireless
Sky Spy
SmartSynch
Sony
Sony Ericsson
SparkFun
Starlert
Startrak
Symbol (now part of Motorola)
TechnoCom
Teletrac
Telit
Telogis
Telular
Thomas G. Faria
TomTom
Transtel
Trilliant
Trimble
Tripmaster
UHS Systems
Umndeni Circon
VeriFone
Vending Management Services Limited
Wavecom
Wavenet
Waxess
WebTech Wireless
Wireless Matrix
XI Sync
Xirgo Technologies
Zipcar
Zonar

Helping Software Developers

AT&T was the first major wireless carrier to create a developer relations program, devCentral, in 2001. Today more than 13,000 developers registered on its web site to receive information and many are active participants today. To learn more about devCentral, visit http://developer.att.com.

AT&T also has a number of programs to help developers get their applications on the AT&T wireless network including:

- o Fast-Pitch – An annual event at spring CTIA in which developers have the opportunity to have formal meetings with AT&T officials and present their applications.
  During the 2008 Fast-Pitch, AT&T held a contest for the best applications presented with mobile search developer, Cha Cha, Indianapolis, winning the consumer contest and e-Nable, Carmel, Calif., taking top honors in the business category for its mobile retail solution.
- o Open Call – An event introduced at spring CTIA 2008 in which developers attending the event had a chance to speak to AT&T officials on a first-come, first-served basis.
- o Virtual Fast-Pitch – Held typically twice a year to allow developers to submit their applications online through devCentral for consideration by AT&T officials.
- o BMOC Challenge – AT&T recently announced a mobile application development contest for students, faculty and staff at universities and colleges in the continental United States.
- o AT&T Game Development Contest For Windows Mobile – A unique contest sponsored by AT&T, Microsoft Corp and I-play offering a $25,000 grand prize and prime placement on the game portal on Media Mall for the next breakthrough mobile game.
- o Sponsorships – AT&T also is a major sponsor of a variety of developer contests including Motorola's "Speed Dating," event; GSMA Mobile Innovation Global Championship Competition; and the WHERE Developer Contest.

AT&T has several technical guides that developers can access to help them in creating their applications including:

- The AT&T Wireless Reference Architecture Guide -- an online resource through devCentral that includes a wealth of information on all aspects of wireless technology from operating systems to application lifecycle management.

For the second year in row, Evans Data named devCentral the No. 1 developer relations program for wireless carriers. AT&T was cited for its training and certification, ability to help developers market their applications and the "unparalleled" number of operating systems AT&T supports.