

# Technology Tips for Back-to-School Needs

## READING, 'RITING, 'RITHMETIC ... AND CONNECTIVITY

As high school- and college-bound teens gear up to head back to school, they increasingly wonder how they will stay in touch with both friends and family. Below are tips and popular AT&T services to help both parents and students reach out via phone call, text message, instant message, e-mail — and even video — in an affordable way.

To get started, AT&T offers the following tips to help determine the best wireless handsets and calling plans for students.

- > Determine how many people in the household need wireless service. If more than one family member will use a wireless phone, consider AT&T FamilyTalk Plans, offering two lines and unlimited mobile-to-mobile calling regardless of the day or time of day. Families can add up to three additional lines, for a total of five lines, for \$9.99 for each line each month.
- > Consider how many minutes will be needed each month and how many months the service will be required. AT&T offers several prepaid options, including AT&T GoPhone plans, which enable parents to pay in advance for a block of minutes or pay as they go for a designated amount of minutes without the need for a contract, deposit or credit check.
- > Determine which phones are most convenient for children to call at home. If the primary phone used at home is a landline, consider an AT&T Unity plan, which enables unlimited calling between an AT&T wireless and AT&T landline phone.
- > Consider adding additional services to a wireless phone based on expected uses. AT&T offers a variety of text-messaging, Internet and video messaging options that save money when purchased as packages, including options such as unlimited messaging for the entire family for \$19.99 each month.

## AT&T WIRELESS SERVICE PLANS FOR STUDENTS:

**AT&T FamilyTalk Cell Phone Plans** – These feature two wireless lines for one low price, with the option to add up to three additional lines for \$9.99 each. With FamilyTalk, subscribers share minutes on a single plan, with unlimited nights and weekend minutes for all phones. No roaming or long distance fees are required, and Rollover® Minutes are available. Plans for two lines range from \$69.99 to \$299.99 each month, depending on minutes.

**AT&T Video Share** – AT&T's wireless customers nationwide can now use their phones to share live video and audio of the moments in their lives by using an innovative 3G service called Video Share. This first-of-its-kind service in the United States is available in nearly 160 markets in the company's 3G wireless network footprint.

Video Share enables one-way, live streaming video feeds that can be seen by both users during a two-way conversation. Beginning with a normal wireless phone call, customers can hit one button to add a live videostream. Once a Video Share call has been initiated, the service allows customers to switch the direction of the videostream during the same phone call.

To use the service, a Video Share-capable handset is required.

Two Video Share service packages will be available for \$4.99 a month for 25 minutes of Video Share usage or \$9.99 a month for 60 minutes of usage. Users also may choose to pay as they go and pay 35 cents a minute each time they use the service. Video Share minutes are charged only to the sender. Video Share works exclusively over the AT&T 3G wireless network. AT&T research has shown strong customer interest in Video Share for a range of uses, including:

- Sharing** Share moments with family and friends as they happen.
- Providing a Sense of "Being There"** Be in one place and see and hear what is happening in another.
- Getting and Giving Advice** Ask for advice or quick decisions by sharing audio and video of a scenario.

**AT&T Unity<sup>SM</sup> Plan** – The premier wireless-wireline converged calling plan features unlimited calling to America’s largest calling community, and includes wireless Rollover Minutes. Plans require customers to have a combined bill for AT&T landline and wireless service.

With the AT&T Unity plan, subscribers won’t need to worry about using up wireless Anytime Minutes when they make or receive calls from their wireless phone to 100 million-plus AT&T phone numbers. In addition to free domestic wireless calling to and from other AT&T customer numbers, the AT&T Unity plan includes unlimited night and weekend minutes, as well as a package of Anytime Minutes. With the addition of Rollover Minutes, AT&T Unity customers will now be able to keep their unused wireless minutes for up to 12 months.

**AT&T GoPhone** – Get all of the benefits of wireless without the complications: no annual contract, no credit check and no deposit. Subscribers can select a monthly Pick Your Plan or Pay as You Go plans.

With Pick Your Plan, subscribers establish monthly service with automatic payments through a credit card, debit card or checking account and use the balance on the account for voice service or other features. The plans feature no roaming or long distance fees across the national service and include Rollover Minutes.

Plans range in price from \$29.99 to \$69.99 each month, depending on the minutes selected.

Pay as You Go plans are paid in advance, feature Rollover Minutes and have no long distance or roaming fees. Rates range from .10 cents a minute with a \$1 daily access fee each day the phone is used, or 25 cents a minute without a daily access fee.

## **AT&T WIRELESS MESSAGE AND INTERNET SERVICES FOR STUDENTS:**

**Messaging Starter** – 200 Messages (10 cents/additional message) is \$4.99 a month. Offers the freedom to message any way to anyone — text, picture, video and IM — without worrying what each message costs. Subscribers can send and receive any combination of messages.

**Messaging Unlimited** – \$19.99 a month. Ideal for heavy texters. This plan offers unlimited messaging for a discounted monthly rate.

**Family Messaging Unlimited** – \$29.99 a month. Perfect for a family full of texters, because it offers unlimited messaging for a discounted monthly rate. Now, everyone in the family can send and receive unlimited text, picture, video and instant messages with anyone in the US.

**MEDIA Works With Unlimited Mobile-to-Mobile Messaging** – \$19.99 a month.

- > Includes 1500 Messages (5 cents/additional message).
- > Includes 5MB MEDIA™ Net (1 cent/additional KB usage). With MEDIA Net, subscribers can browse the mobile Web, check e-mail and get sports scores, movie times, weather and news right on the mobile phone. Plus, customers can access the latest ringtones, games, graphics and AT&T Mobile Music.
- > Includes unlimited Mobile-to-Mobile Messaging — unlimited text, picture and video messages - subscribers can exchange unlimited text, picture and video messages with other AT&T wireless subscribers, including Instant Messages, alerts and off-network, premium messages, and messages to/from non-AT&T customers will be deducted from MEDIA™ Works allowance.

