

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, AT&T is bringing consumers the benefits of anytime, anywhere access.

In an effort to give consumers what they want, when they want it, AT&T is focused on the three screens central to customers' lives --- the TV, the PC and the wireless device. Backed by a "quadruple play" of voice, video, broadband and wireless services, AT&T is quickly making applications and content available on all three screens.

AT&T's Three Screens



The TV Screen

AT&T has two revolutionary video offerings, AT&T U-verseSM TV and AT&T HomezoneSM, which join its existing AT&T | DISH Network satellite TV service. Both services go beyond what's in the marketplace today.

AT&T U-verse TV, which is Internet Protocol (IP)-based TV, delivers a new entertainment experience. AT&T U-verse TV currently features a high-quality video experience with more than 320 channels and access to more than 26 HD channels; a Video on Demand (VOD) library featuring hundreds of hours of a variety of programming; Web and Mobile Remote Access to a digital videorecorder (DVR); the ability to record up to four programs at once; 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.

With AT&T Homezone, consumers can say goodbye to the entertainment divide between the TV and the PC. The service brings together AT&T | DISH Network and AT&T Yahoo![®] High Speed Internet services and offers consumers DVR, movies on demand, photo- and music-sharing, remote, Web-based access to the system and the ability to manage their television recordings via wireless handsets.



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 sports, music, gaming and entertainment content including in-studio interviews and live performances from chart-topping artists; original sports content and videos starring professional athletes; and unedited commentary on diverse topics ranging from music to politics to celebrities.

Another portal, AT&T Smart Limits (www.att.com/smartlimits), brings together information for parental control features for the full suite of AT&T services – wireless, wireline, high speed Internet access and video – into one online destination.



The Wireless Screen

With MobiTV, AT&T subscribers can watch live news, sports and entertainment programming on their mobile phones from more than 30 channels, including MSNBC, CNBC, ABC News, FOX Sports, The Discovery Channel, The Learning Channel, music videos, comedy, cartoons, and more.

AT&T's new home monitoring service is one of the most extensive integrations of wireless and Internet services available. The new service, which is available nationwide, enables customers to use both personal computers and AT&T wireless devices to access high-quality, streaming digital video and other real-time data and information from their homes – at virtually any time and from anywhere.

Another example of the blurring lines between wireline and wireless is AT&T Unity, which brings together home, business and wireless calling and allows subscribers free domestic calling to and from more than 100 million AT&T wireless and wireline phones. Customers with an AT&T Unity plan can enjoy free domestic calling to all AT&T wireline and wireless phones on the AT&T network as much as they want, whenever they want – days and nights, weekdays and weekends.

AT&T Answer Tones[™] enables customers to go online and replace the traditional ringing sound their callers hear with a song, quote or movie clip. The service combines the "fun factor" of wireless phones with the dependability and quality of the landline phone.