

AT&T Mobility National Retail November Newsletter

featured devices update

BlackBerry Bold Leads Holiday Smartphones

AT&T Exclusive! Get the fastest BlackBerry on the fastest 3G network.

The global BlackBerry® Bold™ smartphone is designed to give both cutting-edge functionality and performance under one bold intuitive design.

Customers will get more speed, more power, more quality with the BlackBerry Bold...and at a special price.

- Fully-loaded with integrated GPS for AT&T Navigator and Wi-Fi for access at thousands of AT&T hotspots nationwide. You can even talk on the phone while sending and receiving email or accessing the Web.
- Designed with a brilliant color LCD screen for exceptional definition and clarity. Pictures are vibrant and sharp while videos play smoothly. Web pages, documents, presentations, and messages come to life with exceptional quality and contrast.
- Offered at \$299.99 after a \$100 mail-in rebate (rebate requires activation on a \$30 or higher BlackBerry rate plan plus a voice plan of \$39.99 or higher).



We're giving free Wi-Fi access to iPhone and BlackBerry customers. Customers with [iPhone 3G and iPhone](#) devices and [select smartphones](#) — including the new BlackBerry Bold — will have access to the nation's largest Wi-Fi network, with more than 17,000 hot spots including Starbucks, Barnes & Noble, and thousands of other locations.

New Quick Messaging Devices

This fall brings some exciting new “Quick Messaging Devices”.

These devices are fully featured phones that include browsing, camera, music, GPS, Video Share and more. They offer full keyboards for faster texting and easier messaging.

All 4 devices will be exclusive to AT&T and are targeted towards active “texters” who do not need access to corporate email.

AT&T Quickfire

Key feature: Large touchscreen display

- Optimized Messaging: email, SMS, MMS, IM
- Slider with full keyboard
- Browsing, camera, music, GPS and more
- Portrait or landscape view
- Available in silver, orange and lime
- \$99.99 after \$50 MIR



AT&T Quickfire

Pantech Matrix

Key feature: Dual slider w/ full keyboard

- Optimized Messaging: email, SMS, MMS, IM
- Browsing, camera, music, GPS and more
- Video Share capable
- Available in blue, red and black with green accents
- \$79.99 after \$50 MIR



Pantech Matrix

Samsung Propel

Key feature: Full keyboard in a slim, sleek design

- Optimized Messaging: email, SMS, MMS, IM
- Browsing, camera, music, GPS and more
- Video Share capable
- Available in blue, green, red and white with red accents
- SRP \$79.99 after \$50 MIR



Samsung Propel

Pantech Slate

Key feature: Slim, sleek design

- Optimized Messaging: email, SMS, MMS, IM
- Browsing, camera, music, games and more
- 2.2" display
- Available in black with blue accents
- \$49.99 After \$50 MIR



Pantech Slate

Did you know?

Wrap your noggin around this one: U.S. consumers *now use their cell phones for text messaging more often than for talking*, according to **Nielsen**. In the second quarter of 2008, the average U.S. user sent or received 357 texts a month versus 204 voice calls.

Family Plans

Did you know?

Married-with-children households are more likely than other households to have cell phones and use the Internet, according to a **Pew Research Center** study. ***Eighty-nine percent of married-with-children households*** own multiple cell phones, and nearly half own three or more mobile devices. Sixty-six percent of married-with-children households have a high speed Internet connection at home, well above the national average of 52 percent for all households.

AT&T Navigator-GPS

Did you know?

Since the beginning of the year, TeleNav has seen a **64 percent** increase in use of [Fuel Finder](#), its wireless application which is available through AT&T Navigator and helps customers locate the nearest, cheapest gas.

BlackBerry Lovers Talk Vlingo

BlackBerry lovers, do we have an app for you: "Vlingo".

Vlingo is an application that gives BlackBerry users control over mobile information and tasks using the power of their voice. Vlingo uses your voice to write and reply to emails and text messages, so all you have to do is talk and Vlingo writes for you!

You can search the web, dial the phone, and look up contacts. There's even a full-text message read-back feature to ensure the correctness of your email or text before sending it.

So just talk into your BlackBerry and let Vlingo do the rest. The application uses the Internet, so be sure to order the unlimited data option. And be sure to encourage customers to do the same.

To download, visit: www.vlingo.com.

NOTE: Vlingo is the [2008 AT&T Fast-Pitch New England](#) Grand Prize Winner!

success tips

Go "Where" You Can Find Answers

With the holidays around the corner, customers begin holiday shopping. Now we are facing questions like: "Where do I buy? How do I get there? How can I save money?"

If I only we had something that can answer all those questions at once. Well, AT&T does, with its application called "Where".

"Where" is a GPS application that uses your location to help you find places, things to do, and local information while on the go. "Where" uses over 30 widgets to get you what you need.

- Shopping for HDTV? Use “ShopLocal Mobile” widget that gives you ability to search and view info on products and then easily find retail locations where you can buy it.
- Looking for cheaper gas? With all that traveling for the holidays, find the cheapest gas near you with “GasBuddy”.
- New in town? Check out greatest restaurants, pubs, and local events in the city.
- Need a ride? If events are too far, you can stop by local “ZipCar” rental and get a cool ride.

All of this you can get on your mobile phone within seconds without a single phone call. Where do you get “Where”? Simple: www.att.com/where. And don't forget to make sure that customer has Media Max unlimited for the full experience.

Key Questions Help Customers & Increase Sales

Make the most of your Holiday traffic!

The Holidays are almost here, and stores will be brimming with customers. Customers will be shopping for loved ones. Most will be in a hurry, and many will be looking for a discount.

Here are some important questions to ask your customers to 1) increase your Gross Activations and your BIR percentage, 2) save your customers some money, and 3) help them with their Christmas shopping:

- Does your customer qualify for an existing discount?
- Could your customer provide you with a contact to set up an IRU day or circulate flyers?
- Does your customer or use a Laptop for work or personal use, or have a family member who may benefit from a Laptop card?
- What industry does your customer work in and would they benefit from a BlackBerry or PDA?