



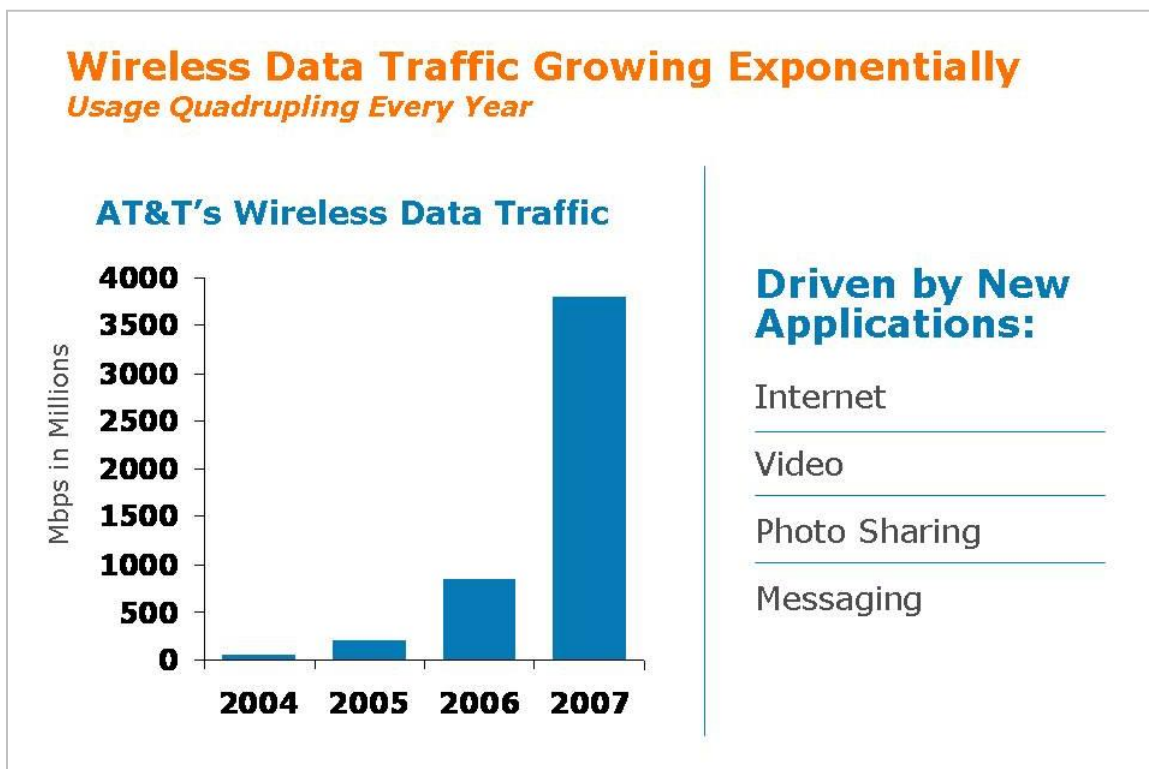
The iPhone 3G from AT&T: iReady for Business

The iPhone 3G from AT&T is built for business. This eagerly anticipated innovation from Apple – backed by AT&T's ultra-fast 3G network – features powerful new business-class capabilities that are designed to meet the needs of companies of all sizes.

The iPhone 3G will be a particularly valuable business solution for companies wanting a device with an outstanding user interface, high quality video capabilities to enable advanced corporate applications, large, vibrant screen for full-featured web browsing and Web 2.0 applications in addition to classic corporate e-mail and Intranet access.

Mobile data and media-rich services are the future of wireless – and AT&T is taking the next big step in our evolution toward that future today with the new iPhone 3G.

Wireless data usage by all AT&T customers has quadrupled every year for the past three years.



For enterprise customers at AT&T and all U.S. carriers, wireless use, and especially data use, is expected to skyrocket. Total business wireless subscribers will increase about 70 percent from 2004 to 2010 according to the Yankee Group in its "Yankee Group Anywhere Enterprise Large: 2007 U.S. Mobile Professional Extended Lifestyle Survey" (2007). And their usage will change

dramatically. In 2004, 94% of business subscribers used their wireless device for voice only. By 2010, only 46% will be voice only users; the remainder will use their wireless device for data only or integrated voice and data.

The iPhone 3G is built to take advantage of this eruption in wireless data usage. These are just a few examples of how AT&T expects companies will use the iPhone 3G:

- Access their Microsoft Exchange-based corporate e-mail, calendar, contacts.
- Enable employees to remotely connect to their corporate VPNs and Global Address Lists.
- View PowerPoint customer presentations.
- Upload/download data to perform inventory checks.
- Enable differentiated client experience driven by customer defined segments for Web enabled applications.
- Allow fleet operators to track vehicles and map routes, resulting improved response time to customer locations.
- Send photos for expedited processing of an insurance claim for property damage.
- Support to field operations requiring visual inspections.
- Train employees in the field, using podcasts.
- Access databases in order to download or upload data on customers or people wirelessly (customer, patient, police records, etc.).
- Enable Web-based applications for supply chain and/or back-office functions.

The iPhone 3G's corporate e-mail capabilities builds on AT&T's standing as the world's leading provider of corporate e-mail solutions. The iPhone 3G supports Microsoft Exchange ActiveSync, which will give business users access to their corporate e-mail and company's Global Address List, as well as updated calendar and contacts. iPhone 2.0 will provide business customers with such corporate-grade security capabilities as certificates and identities, enforced security policies, device configuration, remote wipe, more VPN protocols and WPA/802.1x.

Through its work over the years with the developer community, AT&T has created a robust catalog of hundreds of enterprise applications (www.att.com/choice) to suit the needs of an array of industries, ranging from healthcare to real estate and transport delivery, as well in such horizontal segments as field service, sales force automation and location-based services. This expertise will be leveraged with the iPhone 3G. AT&T will work with Apple to enable many of these applications, which today operate on other AT&T-powered wireless devices, to also work on the iPhone. Additionally, AT&T will work with developers to create exciting new applications for the iPhone using the Software Development Kit. For example, AT&T is finalizing an innovative location-based Yellow Pages application, Yellowpages.com mobile for iPhone, that combines local search with social networking capabilities, giving users the ability to search for information, share reviews, and plan activities with friends, neighbors and co-workers.

But the thing that makes it all work is what's under the hood – AT&T's ultra-fast 3G network. It is available in 280 major U.S. metropolitan areas today and, by year-end, the company plans to offer 3G service in 350 metro areas. And with recently announced improvements in typical downlink and uplink speeds, this network is now even faster.

As businesses increasingly become global, AT&T business customers can take their iPhone with them when traveling abroad¹, thanks to AT&T's industry-leading international wireless footprint. iPhone customers can access the Web, e-mail and other data applications in more than 145 countries – including more than 60 at 3G speeds – and make or take a phone call in more than 200 countries.

¹ Separate iPhone international data plan required.