



BellSouth Mobility

A **BELL**SOUTH Company

Providing Nationwide MobiLink™ Services

CONNECTION

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Get
the biggest
bang from your
communications
buck!

Save on airtime rates with Self-renewing Annual Service Agreements

Our customers are always giving us bright ideas about how we can improve our cellular service — especially when it comes to pricing plans. You call and BellSouth Mobility responds.

So that you get the biggest bang from your communications buck, we're introducing Self-renewing Annual Service Agreement contracts. Now you can lock in airtime usage rates for an entire year.

Here's how the contracts work: Say your current agreement with us expires in March. When you sign a self-renewing contract with us, the

contract will renew automatically each year, giving you the opportunity to avoid non-annual rate increases and renewal procedures.*

If you already have a 12-month contract with BellSouth Mobility,

you're still eligible to use our self-renewing contracts. The new agreement will begin once BellSouth Mobility has accepted your new contract.



**\$250 early cancellation fee applies*

Expanded cellular service gives boost to South Florida cellular network

As constant as the sunny weather in South Florida, BellSouth Mobility engineers continue to improve cellular communications quality and coverage. Here are the latest system enhancements:

- Cellular customers in **Okeechobee County** now have a brand-new cell site, incorporating the Okeechobee County RSA into the South Florida network. Vero Beach also has a

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Trade in your old cellular phone for a newer model and receive up to a \$100 trade-in allowance

It's easy. Just bring your current cellular phone to a participating dealer or a BellSouth Mobility Authorized Service Center and purchase a new cellular phone to use with your current BellSouth Mobility phone number. Now through March 31, 1994, we'll give you up to a \$100 trade-in allowance, depending on the model and condition of the old phone, toward your new cellular phone. Call **1-800-225-8751** for additional program information.

Your old cellular phone will be examined on the spot by an authorized representative to verify your phone is working. Because we'll program your existing cellular phone number into the new unit, you can walk out with a new phone *and* your current cellular phone number.

We have a variety of new cellular phones from which to choose, so drop by a participating dealer or an Authorized Service Center when you're ready to purchase a new unit.

Check your newspaper for participating dealer locations. The following BellSouth Mobility Authorized Service Centers are open 8 a.m. to 5 p.m. Monday through Friday to serve you:

Fort Lauderdale —
5805 N. Andrews Way

South Miami —
9700 South Dixie Highway,
Suite 700

Miami Lakes —
6135 NW 167th St.

West Palm Beach —
1889 Palm Beach Lakes Blvd.,
Suite A

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February/March



1994

Technology breakthrough! Fully integrated communications tool in the palm of your hand

Simon says ... "Simplify"

A handheld cellular phone, wireless facsimile, pager, electronic mail, calendar, appointment scheduler, address book, calculator, note and sketch pad — now they're all in *one* compact communicator. BellSouth Cellular proudly introduces the communications wonder of the century, **Simon**.™

The first handheld personal communicator device of its kind, Simon symbolizes the exciting new synthesis of personal computer technology and advanced cellular communications. IBM, the designer of Simon, worked hand in hand with BellSouth Cellular so that mobile individuals like you can access all your communications tools instantly.

"There's no question that we believe Simon will become the standard for personal communicators," says Stan Hamm, president of BellSouth's Mobile System Group and BellSouth Cellular Corp. "We shared IBM's vision for a fully integrated personal communicator and that vision is now a reality."

Sleek and easy to use

As you can see from the accompanying photos, Simon looks like a cellular phone with a Liquid Crystal Display (LCD). You can move from function to function via touch screens and can write directly on the screen using the stylus (special pen-like device) that comes with Simon.



Simon symbolizes the exciting new synthesis of personal computer technology and advanced cellular communications.

Take command of your communications

In addition to providing high quality voice phone calls over the cellular network, Simon also allows you to send and receive faxes and electronic mail, as well as receive pager messages. Here's a closer look at Simon's exciting communications functions:

- **facsimile transmissions** — Simon sends and receives up to three pages through its Group 3,

9600 baud fax/modem. You can send faxes over the cellular network or over a landline using an optional cable.

- **pager messages** — Simon receives up to nine pages or, with an optional PCMCIA Pager Card, receives and stores multiple alphanumeric pages.*
- **E-mail** — Simon can send or receive electronic mail through any Lotus® cc:Mail™ post office that supports remote dial-in.

Tools to help you organize

To manage all your communications information, Simon also contains powerful organizational tools like an auto dialing electronic address book, appointment scheduler and calendar, world clock, calculator and paperless notepad — as well as a built-in keyboard for typing messages.

Simon also has a built-in 911 emergency button, last number redial, last 10 numbers redial, roaming preference settings and password protection.

Call your local BellSouth Mobility office

Let BellSouth Mobility simplify your mobile communications with Simon, the most exciting communications development this century. Call for more information today!



**Optional PCMCIA Pager Card available from MobileComm®*

This device is pending Federal Communications Commission approval. This device is not, and may not be, offered for sale or lease, or sold or leased until the approval of the FCC has been obtained.