Simon Says...

BELLSOUTH
CELLULAR CORP.

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FOR IMMEDIATE RELEASE

SIMON^{tm}-MOBILE COMMUNICATIONS MADE SIMPLE
**BellSouth Cellular Corp. announces new revolutionary
handheld personal communicator**

ORLANDO, November 2, 1993--BellSouth Cellular Corp. (BSCC) announced today a revolution in personal communication service products by unveiling Simon^{tm}, the first fully integrated, handheld cellular phone, wireless facsimile machine (send/receive), pager, electronic mail, calendar, appointment scheduler, address book, calculator and pen-based note pad/sketch pad, at a suggested retail price that will start under $1000.

Simon, designed by IBM, is the first entry into the handheld personal communicator market. IBM has granted BellSouth Cellular Corp. exclusive distribution rights to Simon in the United States. BSCC provided cellular know-how and marketing expertise so that Simon would become a superior cellular telephone with advanced communications capabilities to meet the needs of mobile individuals.

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Simon's PCMCIA* slot will allow customers to add a paging card in order to receive electronic messages on a nationwide, regional or local basis, through MobileComm, BellSouth's paging company. The slot also enables the customer to upgrade or expand the memory for increased storage capacity.

Stan Hamm, president-BellSouth's Mobile Systems Group and President of BellSouth Cellular Corp. said, "There's no question that we believe Simon will become the standard for personal communicators. We shared IBM's vision for a fully integrated personal communicator and that vision is now reality. In effect, we've created a better product that meets the needs of our customers."

"By incorporating voice communications, fax, E-mail and paging, Simon offers users a full array of communications functions," said Al Testani, general manager of Peripheral Products for IBM Personal Computer Company in Somers, New York. "We met our challenge to take that level of functionality and make it truly portable."

Simon weighs just over a pound, and looks like a small portable phone with a brightly lit Liquid Crystal Display (LCD) as a keypad and touch screen. A graphical user interface, or GUI, uses icons to help the customer move from application to application simply and effortlessly.

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Customers create faxes and memos through the use of built-in pen touch screens or by writing directly on the screen, using a stylus. To accomplish this, Simon uses a technology called pen annotation. This means a customer's hand writing will be reflected exactly; that is, it's not digitized to look like a printed word. A customer can make notes, in his or her own hand, on faxes received by the unit, and then re-send the fax over the cellular or landline network.

Through its built-in software, Simon is capable of sending and receiving E-mail through any Lotus® cc:Mail™ post office that has support for remote dial-in. When it is equipped with a PCMCIA add-on, messages can be received through most public E-mail systems.

BSCC's initial delivery of commercial product is scheduled for December, 1993 in Orlando, Daytona Beach, Jacksonville and Melbourne, Florida. A phased rollout will move Simon into other BSCC markets by March, 1994, with nationwide distribution by April.

BellSouth Cellular Corp. companies provide cellular service to more than 1.7 million customers in markets managed by BellSouth and its partners in 15 states nationwide.

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1100 Abernathy Rd., Ste. 300T
Atlanta, Georgia 30328
*Personal Computer Memory Card International Association card

This device has not been approved by the Federal Communications Commission. 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.

FEATURES FACT SHEET
SIMON From BellSouth, Designed by IBM

Phone

Simon works just like any cellular phone and has all the customary cellular phone keypad features available on the touch screen. The phone operates at .6 watts, and includes features such as a built-in 911 emergency call button, last number redial, last ten numbers redial, 16 frequently called name/number redial, address book auto-dial, roaming preference and password protection. The entire unit weighs 18 ounces and is 8" high x 2.5" wide and 1.5" thick.

Graphical User Interface or GUI

The GUI uses icons to help the customer move from application to application easily. Customers simply touch the appropriate icon to use the phone, fax or other functions.

Fax

The fax application allows sending and receiving faxes over the cellular network using a built-in wireless modem. Simon customers can create faxes through pen annotation or by using a variety of built-in pen touch screens, resembling keyboards. Pen annotation means a customer's hand writing will be reflected exactly; that is, it's not digitized to look like a printed word.

Wireless Messaging/Paging

Through its built-in software, Simon is capable of sending and receiving E-mail through any Lotus® cc:Mail™ post office that has support for remote dial-in.

Simon, when equipped with a PCMCIA paging card, allows customers to receive alphanumeric pages and electronic messages on a national, regional or local basis, even when Simon is turned off. That is, messages are stored in the paging network so they can be read when Simon is activated.

Simon incorporates a numeric pager that works over the cellular network. It receives and stores up to nine messages. Through this feature, Simon customers can receive a page and return a call to that number by pressing one button.

Organizer

The organizer includes a Calendar, Appointment Scheduler, To Do List, Address Book, World Clock, Calculator and Note Pad/Sketch Pad.

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