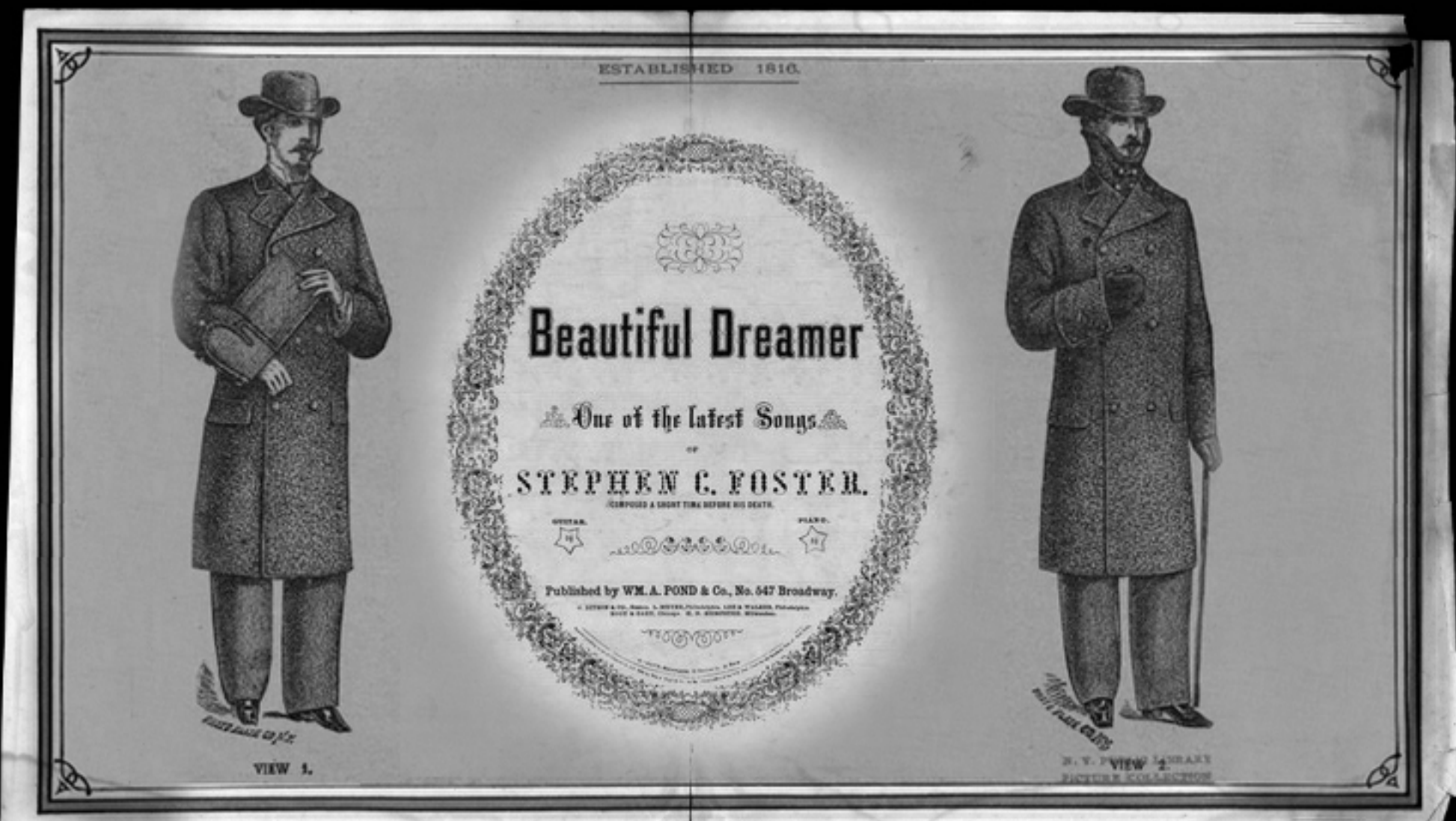
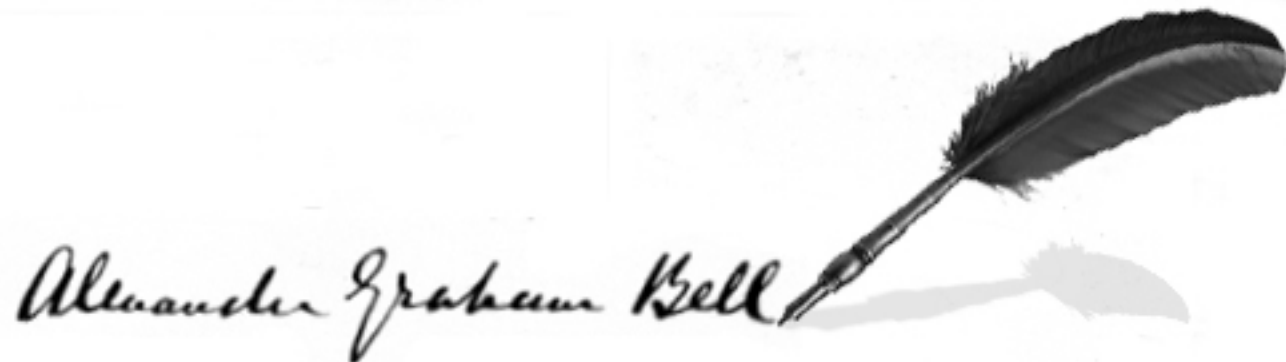


AT&T Business Wireless



AT&T Business Wireless



Alexander Graham Bell

AT&T Business Wireless

Choose Topic 1 to Begin.

- ☒ 1 Introduction
- ☐ 2 Strategy
- ☐ 3 Offers
- ☐ 4 Value Proposition
- ☐ 5 Moving Forward

☐ Not started ☒ Started ☒ Completed

WebCast Info:

AT&T International Voice Offer
Portfolio Part2 - Rest of World
Services.



Approx. completion time: 3 minutes.



AT&T Business Wireless

I suggest a fade from the intro to this interface and display a welcome to this webcast message.

I guess the intro and this page would be topic 1 that plays automatically when the file is opened.

The next step for the user should be click on Topic 2 ...

Let's think what kind of image would be good here for the transition.

AT&T Business Wireless

Why is AT&T re-entering this market?

1

Upon completion of the Cingular and AT&T Wireless merger, AT&T gains the right to re-enter the wireless marketplace.

2

AT&T is committed to leading the industry by integrating next generation access technologies into its offers and applications.

3

The Mobile Virtual Network Operator (MVNO) model will provide AT&T a unique opportunity to re-enter the wireless marketplace, enabling the creation of unique solutions for our customers.

4

AT&T will be in a position to deliver unmatched bundles of both wireless, wireline and data services (Local, Long Distance, Data, VoIP, Internet).

AT&T Business Wireless



leasing wireless network access
and much more

What is a MVNO?

In its simplest form, AT&T is **leasing wireless network** access capacity.

AT&T is **not becoming a reseller of wireless** - we are doing **much more**.

AT&T Business Wireless



leasing wireless network access
and much more

What does this mean? AT&T will...

Create, implement and bill the business wireless voice & data features our customers have been asking for.

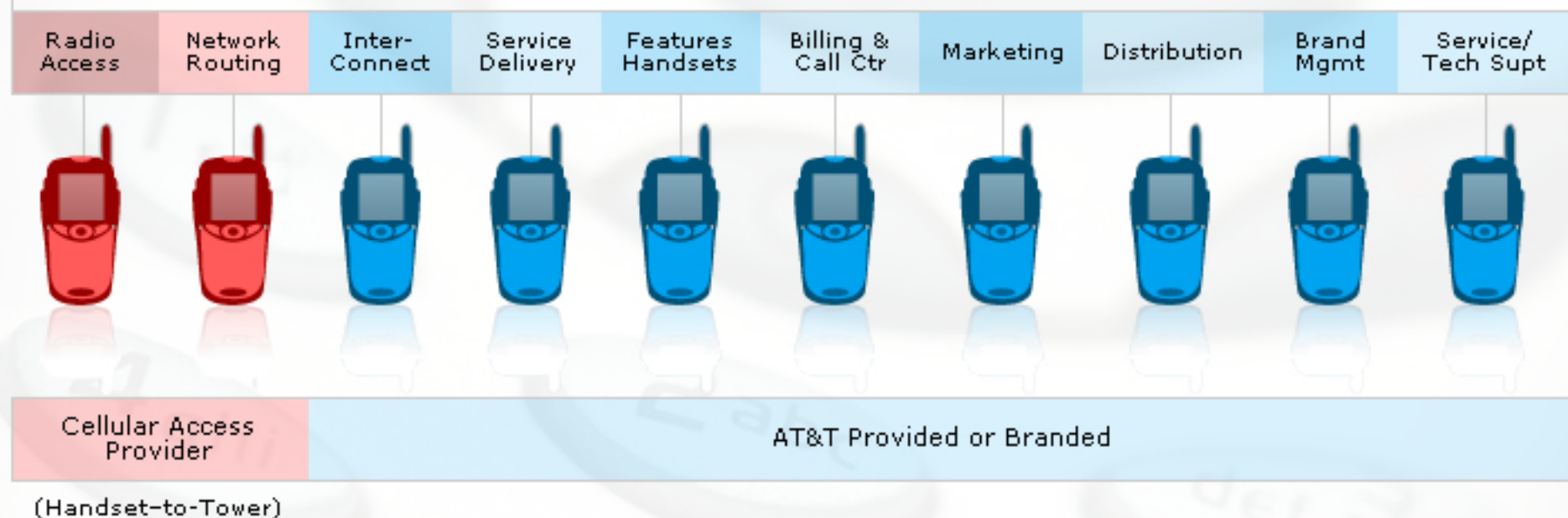
Offer new and easier ways to contract, bill and analyze your corporate billed wireless services.

Provide the best quality and most innovative features in the marketplace by utilizing the AT&T network and supporting resources.

Create industry-leading data content and applications.

AT&T Business Wireless

Mobile Virtual Network Operator (MVNO) Model



AT&T Business Wireless

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