

Sprint and Microsoft Combine Power of PCS VisionSM Capable Phones with Next-Generation Microsoft Windows Powered Pocket PC Software

Sprint introduces two VisionSM-Capable PCS Phones with Windows Powered Pocket PC software featuring high-speed Web browsing, wireless email, built-in cameras and Windows Media Player

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New Orleans, LA — 03/17/2003

Sprint (NYSE: FQX, PCS) and Microsoft Corp. today announced plans to offer two new innovative PCS Phones based on the Microsoft® Windows® Powered Pocket PC platform designed for individuals and mobile professionals who want a single multipurpose wireless device to make clear calls, access information, and shoot and share digital pictures. The new VisionSM-Capable PCS Phones will combine the power of the nation's largest high-speed voice and data network with the flexibility of Pocket PC software and the convenience of seamless integration and rich features in two uniquely designed devices from Samsung and Hitachi.

Sprint will offer two PCS Phones based on the CDMA version of the Microsoft Pocket PC software in the second quarter of 2003 including the PCS Phone by Samsung SPH-i700 and PCS Phone by Hitachi® G1000. Both Windows Powered Vision Capable PCS Devices will combine the functionality of a PCS Phone, Pocket PC and integrated digital camera, allowing customers to leave their laptops behind and still be productive on the go via wireless access to voice and data communication. Customers will be able to read and respond to personal and company email, open attachments, access business applications, browse the Web in full color, shoot and share pictures, and make phone calls anywhere on the enhanced Sprint Nationwide PCS Network – all with the convenience of a single mobile device.

"Sprint is taking leadership in wireless innovation to new heights by working with Microsoft to add the latest evolution in converged PDAs to the PCS Clear Wireless WorkplaceSM. By leveraging Microsoft's Pocket PC software and the electronics expertise of Samsung and Hitachi, Sprint can provide customers with a PCS Phone that transcends the traditional versatility and functionality of a PDA," said John Garcia, senior vice president of marketing, sales and distribution for the PCS Division of Sprint. "The power and flexibility of the Pocket PC combined with the clarity, desktop-like speed and breadth of the enhanced Sprint Nationwide PCS Network will provide customers with a powerful platform for personal and enterprise mobile communications."

The Pocket PC platform includes a broad range of native business, personal productivity and entertainment applications and can be easily expanded and personalized through a growing number of industry-standard hardware and software options. Microsoft will enhance the wireless experiences of Sprint business customers and consumers alike with rich, full color graphics and a dynamic selection of advanced multimedia services available on the two new PCS Phones with Microsoft Windows Powered Pocket PC software.

"This combination of advanced wireless data services, innovative hardware and powerful software opens up endless possibilities for today's mobile workforce," said Juha Christensen, corporate vice president of the Mobile Devices Division at Microsoft. "There are millions of developers prepared to extend their expertise and applications to this new genre of Windows Powered smart devices. We look forward to expanding this exciting new category of wireless business communications tools along with Sprint."

Microsoft Windows Powered PCS Phone by Samsung® SPH-i700

The PCS Phone by Samsung SPH-i700 is designed to enable business users to take advantage of the advanced features of a wireless phone while also having access to popular and familiar mobile versions of Microsoft applications. The Samsung i700's speakerphone capability will allow users to conduct hands-free conference calls while simultaneously accessing files and information from the Pocket PC applications quickly and easily. The built-in digital camera will allow VGA quality 640 x 480 images, continuous capture, lighting adjustment, voice memo and text attachments with pictures that can be sent via email or infrared.

Microsoft Windows Powered PCS Phone by Hitachi® G1000

The PCS Phone by Hitachi G1000 is the company's first Windows Powered device and the first Pocket PC phone to feature an integrated camera, keyboard and phone feature all in one mobile device. The Hitachi G1000 combines the comprehensive functionality of a Pocket PC experience with the high-speed enhanced Sprint Nationwide PCS Network to deliver the ability to input text for messaging using a built-in QWERTY keyboard, place and receive phone calls, and browse the Web at speeds averaging 50 to 70 Kbps, with peak speeds of 144 Kbps. The new device incorporates an integrated rotating digital VGA quality camera with the ability to shoot and share pictures via the enhanced Sprint Nationwide PCS Network.

Both the Samsung SPH-i700 and Hitachi G1000 will support standard Windows-based applications including Microsoft Pocket Excel, the Outlook® messaging and collaboration client, Pocket Word, Pocket Internet, Explorer, Windows Media(R) Player, Microsoft ActiveSync® technology, Inbox and MSN® Messenger. Additionally, Sprint customers can access thousands of Pocket PC software titles via the PCS Software Store. Powered by Handango, the leading publisher of handheld software, this online storefront can be accessed from the desktop at <http://sprint.handango.com> or right on the mobile device for over-the-air downloads.

Added Garcia: "Our alignment with Microsoft and stronger integration of the Pocket PC platform provides a flexible environment well suited for more complex enterprise applications, making it easier for companies that want to standardize their wireless solutions."

Both PCS Phones with Microsoft Windows Powered Pocket PC software will allow customers to download PCS Business ConnectionSM Personal Edition during installation. This software-based solution offered by Sprint provides wireless access to company e-mail via data-ready PCS Phones or laptops and handhelds connected to the Internet. This productivity solution provides secure, real-time wireless access to e-mail and PIM information for Microsoft Exchange and Lotus Dominos servers for \$5.00 per month.

Enterprise customers who want to deploy an affordable wireless email solution on a company-wide scale without installing equipment can take advantage of PCS Business ConnectionSM Enterprise Edition. A Pocket PC client for PCS Business Connection will also be available to push email directly to the device at optional scheduled intervals, allowing remote offline access to company email regardless of whether the customer is within coverage of the enhanced Sprint Nationwide PCS Network.

Equipped with embedded digital cameras, both devices will also allow customers to send digital images to family, friends and colleagues anywhere on the enhanced Sprint Nationwide PCS Network using the PCS Vision service called Pictures. PCS Vision customers can upload and store their images on the Sprint Pictures web site.

Sprint currently offers the Microsoft Windows Powered PCS Phone Toshiba 2032. The addition of Microsoft's Pocket PC technology to two more versatile and powerful Vision-enabled PCS Devices will further enable today's mobile workforce to access and manage a wide range of information tools.

About Microsoft

Founded In 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and Internet technologies for personal and business computing. The company offers a wide range of products and services designed to empower people through great software--any time, any place and on any device.

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Sprint Launches Specialized PCS VisionSM Service to Meet Growing Need for Secure, Reliable Machine-to-Machine Communications

PCS TelemetrySM Services offers high-speed wireless connectivity option for key verticals and alternative for CDPD customers via Enhanced Sprint Nationwide PCS Network

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New Orleans, LA – 03/17/2003

Sprint (NYSE: FON, PCS), which operates the largest Third Generation (3G) voice and data wireless network in the United States, today announced the nationwide availability of PCS TelemetrySM Services. The new high-speed wireless connectivity solution is designed to provide a convenient, cost-effective platform to gather and distribute information across a range of applications, including fleet management, wireless point of sale transactions, and utility service applications. Sprint is targeting vertical markets directly and through relationships with telemetry service providers.

The specialized PCS VisionSM service will appeal to enterprise customers looking for a reliable and affordable machine-to-machine communication solution, as well as those requiring greater bandwidth for more complex applications. PCS Telemetry Services also provides an attractive alternative for enterprise customers using CDPD networks looking for a viable, long-term solution with faster data speeds and greater flexibility.

"Wireless telemetry represents a significant opportunity for Sprint to meet the needs of business customers in new, existing and expanding vertical markets," said Phil Bowman, vice president of business marketing for the PCS Division of Sprint. "PCS Telemetry Services can be a powerful and versatile alternative for customers looking to migrate from CDPD networks, as well as companies that have not yet considered a wireless solution to allow machines to relay real-time information to a central location. The high-speed, always-on capabilities of the enhanced Sprint Nationwide PCS Network provides the ability to transmit large files with the added advantage of mobility and portability."

Sprint is offering PCS Telemetry Services in response to the growing need among enterprise customers in vertical markets to collect, transfer and analyze data in real time from unmanned machines or devices. According to a recent Wireless Data Research Group (WDRG) report, the wireless telemetry market is expected to grow from \$1.8 billion in 2003 to \$8.2 billion in 2007.

Many businesses need a reliable method to gather information from remote sites and send it to a centralized location where it can be monitored and analyzed. For example, wireless payment processing systems used by the rental car industry and overnight delivery companies are commonplace today. Similarly, the meter reader has become a thing of the past with utility companies gathering information remotely via a variety of more economical methods.

The new machine-to-machine services will be supported by the largest nationwide CDMA packet data 3G network available in the United States. Customers will be able to transmit data over the enhanced Sprint Nationwide PCS Network at speeds averaging 50 to 70 Kbps, with peak speeds of 144 Kbps. The higher speeds will allow customers to utilize more advanced telemetry applications such as sending photos and images – a feat not feasible on slower CDPD networks.

Sprint is targeting vertical markets including point of sale and ATMs, transportation, utilities, energy, security, asset and building management, as well as field sales and service industries. In support of PCS Telemetry Services, Sprint also announced signed contracts with several leading telemetry service providers that will, in turn, present the CDMA telemetry solution to their customers.

- American Trash Management is a leading provider of trash management products and services to major waste generators worldwide. The company offers expertise, products and services for facilities and equipment design and construction, logistics including data collection and analysis, as well as waste management, recycling and odor control systems.
- Commerçant will provide wireless payment-processing solutions to Sprint customers with a point-of-sale device for vertical markets including field service, food service and delivery organizations, and retail merchants. With proprietary signature capture capability, communications encryption and electronic receipt center, the device is best in class for wireless mobile financial transactions. Commerçant is the single source wireless solutions provider in the payments and mobile business data service industry.
- NCR Corporation, the world's leading manufacturer of self-service solutions for the financial services industry, will offer value-added services and capabilities to ATM deployers desiring flexibility in deploying and maintaining

the ATM channel. Specifically, NCR will provide wireless connectivity options for the self-service network versus the traditional hardwired communications.

- TransData, Inc. is a progressive, technology-based manufacturer of solid-state energy meters and power transducers for the electric utility industry. TransData's MARK-V Meter features an integrated modem for remote billing interrogation on the enhanced Sprint Nationwide PCS Network.
- Trimble is a leading provider of positioning solutions, including Global Positioning System (GPS), optical and laser technologies. As part of its many products and services, the company provides real-time, GPS-based asset tracking and monitoring for businesses and government agencies. Trimble's Televisant™ System is a fleet and mobile resource management solution powered by the enhanced Sprint Nationwide PCS Network.

In addition, Sprint has certified the following original equipment manufacturers to provide wireless modems that enterprise customers can use as part of their PCS telemetry solution.

- AirLink Communications, Inc. is a recognized leader in the wireless data industry and offers a complete family of hardware and software products that enable enterprises to control and collect data wirelessly from remote assets. AirLink will build ruggedized serial modems that will be used to facilitate various telemetry applications for Sprint customers. AirLink solutions have been used in several industries including public safety, mobile asset management, supply chain logistics, homeland security, retail financial point of sale and traffic management.
- Novatel Wireless will provide the Expedite C201™, a wireless embedded modem based on core components of the PCS Connection Card by Novatel Wireless (Merlin C201™). The new Expedite C201 is certified for the enhanced Sprint Nationwide PCS Network to enable high-speed wireless data access at speeds up to 144 Kbps. It is ideally suited for integration into mobile devices such as laptops, handheld computers, tablet PCs and industrial devices to enable wireless applications including telemetry, inventory management, automated banking, vending machines, point of sale and more.

For customers with more stringent security requirements, Sprint will offer two connectivity options in mid-2003. The first is a network-based virtual private network (VPN) that allows enterprises to connect their corporate network to the enhanced Sprint Nationwide PCS Network by creating a secure tunnel through the Internet. The second option will enable customers to connect their corporate network directly to the enhanced Sprint Nationwide PCS Network through a Permanent Virtual Circuit (PVC) using the Sprint Global Frame Relay network. In addition to enhancing The PCS Telemetry Service Offering, these connectivity options will enable Sprint to address the growing number of public safety and government agencies migrating off of CDPD networks.

Telemetry service providers and customers interested in learning more about PCS Telemetry Services can call 1-866-772-7877 or contact the Sprint telemetry team by sending an email to telemetry@sprintspectrum.com.

Related Links

[CTIA press kit](#)

[PCS Telemetry fact sheet](#)

Sprint Now Offers Mobile Customers More Voice Coverage than Any Other Wireless Carrier and More Minutes to Use in More Places

PCS Free & Clear America from Sprint Offers the Best Choice for the Most Minutes in the Most Places and No Additional Roaming Charges

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Overland Park, KS — 04/14/2003

Sprint now provides more voice coverage than any other wireless carrier reaching more than 96 percent of the U.S. population.

Sprint (NYSE: FON, PCS), which operates the largest all-digital, all-PCS nationwide network, created the PCS Free & Clear America service plans to enable customers to use their calling minutes in an expanded voice coverage area. Sprint wireless customers can now make and receive calls throughout the country with no additional roaming or long distance charges. Sprint now has more voice coverage with PCS Free & Clear America and more data coverage with the enhanced Sprint Nationwide Network than any other wireless carrier.

"PCS Free & Clear America offers the most voice coverage in the industry. With PCS Free & Clear America plans, Sprint offers customers more places in which to use their minutes than any other wireless carrier. Sprint expanded its coverage area for PCS Free & Clear America plans to enable customers to make calls without concern for additional roaming or long distance charges," said Len Lauer, president of the PCS Division of Sprint. "Now only Sprint offers the most coverage for wireless calls with PCS Free & Clear America and the most coverage for enhanced services such as PCS Vision."

PCS Free & Clear America plans ranging from \$55 - \$125 include:

- No Roaming Charges anywhere in the U.S.
- Nationwide Long Distance
- Anytime minutes and Unlimited Nights and Weekends to be used anywhere within PCS Free & Clear America - which covers more than 96 percent of the population and more than 2.8-million square miles in the continental U.S.
- Unlimited PCS to PCS calling on the enhanced Sprint Nationwide PCS Network

PCS Vision data services are available on the enhanced Sprint Nationwide PCS Network for an additional charge. PCS Vision from Sprint includes services that allow customers to take and receive pictures from select PCS Phones; browse the Internet at speeds faster than most dial-up connections; check personal and corporate e-mail; watch clips and stream audio for news and music; download polyphonic, animated and voice ringtones, and full-color, graphically-rich games and screen savers.

Sprint first introduced monthly plans that include off-network calling in October 2002 with its Total Wireless Access for Business Plans. Sprint has also improved these all-inclusive plans designed for mobile professionals with rates ranging from \$70 to \$140.

Point, Click and Share: Wireless Pictures Will Soon be a Common Way to Communicate with new Picture Mail that talks from Sprint

Now more customers can Share it When it Happens as Sprint brings mass market appeal of Picture Mail to the U.S. with a built-in camera phone at an affordable price

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Overland Park, Kan. — 04/24/2003

Today, Sprint (NYSE: FON, PCS) is the first carrier to focus on making sharing digital pictures wirelessly as common as making wireless calls. The enhanced Picture Mail service allows PCS customers to instantly share life's everyday moments in a whole new way. Sprint, which operates the largest all-digital, all PCS nationwide network, offers customers a built-in camera phone for under \$100 after a mail-in rebate, flat-rate data pricing, an intuitive way to share pictures, an online album at no additional charge, attachable voice memo and the ability to wirelessly share pictures with more people in more places.

To date, millions of pictures have been uploaded and shared on the enhanced PCS Nationwide Network and more than two million have been shared and uploaded in the last two months alone.

More than 75 percent of Sprint customers who currently use Picture Mail share their pictures with family and friends.

Sprint is building on the success of its existing pictures product by offering the most comprehensive wireless pictures package in the industry in conjunction with the PCS Phone by Sanyo 8100:

- **Easy to use:** It's now easier than ever to share and receive pictures over Sprint's enhanced nationwide PCS network. Once a picture is taken, it's put into share mode allowing the customer to instantly share life's moments to e-mail addresses or any PCS Vision Phone. Sharing is made even easier by enabling customers to send a picture to up to 10 recipients at one time directly from their phone book. If received by e-mail, customers will be delighted the picture now comes embedded directly in the body of the e-mail. Pictures can be sent directly from the PCS Phone Book to up to ten e-mail addresses or PCS Vision Phones at one time. Sprint is also making picture taking and sharing more fun by introducing fun frames, and a 10-second audio memo, available on the Sanyo 8100 that can be attached to any Picture Mail. Also, when a customer takes a picture they can select to hear either a natural camera shutter sound or a voice instructing the subject to "Say CHEESE!"
- **Affordable:** The PCS Phone by Sanyo 8100 is now available for \$99.99 after a \$100 instant or mail-in rebate (regular price \$199.99), depending on the retailer. The 8100, the most fun and affordable camera phone on the market, features a built-in camera, downloadable frames and the ability to attach a 10-second voice clip to any Picture Mail. The 8100 also features the most advanced screen, the TFT, at the most affordable price. The 8100 is available in Sprint Stores, RadioShack, Best Buy and Circuit City. In the coming months, it will be available almost everywhere PCS Phones are sold.
- **Nationwide service:** Sprint operates the largest all-digital, all-CDMA Third-Generation (3G) wireless network in the United States, enabling customers to instantly share everyday moments no matter where they are on the PCS network.
- **Value:** The PCS Vision Pictures Package is available for an additional \$15 to any PCS Free and Clear plan, giving Vision customers the freedom to instantly share and receive Picture Mail without worrying about extra charges. The package includes unlimited picture taking and sharing, unlimited access to PCS Vision, an on-line picture album and up to \$5 of premium content per month, including ringtones, screen savers, games, etc.

"The early success of Sprint's wireless pictures product and PCS Vision is a clear indication that this service is ready to be embraced by the mass market. So, Sprint has taken its already successful pictures product and improved the service, the product and the overall customer experience for both sending and receiving pictures," said Len Lauer, president of the PCS division of Sprint. "The introduction of the Sanyo 8100, at a net price point of under \$100, will give customers an affordable, simple way to get started - don't be surprised if this becomes the largest selling PCS Phone in history. It was only when the Asian market combined affordability with ease of use did the 'nice to have' become the 'must have.' We expect the same now in the U.S."

The PCS Picture Mail package is available for an additional \$15 per month, and includes:

- **Instant Share:** With the PCS Phone by Sanyo 8100, once a picture is taken, it's instantly placed in the "Share" mode. From there, pictures can be sent to e-mail addresses or any PCS Vision Phone. Share it

when it happens!

- **Storage options:** Customers can store their personal pictures in the phone's picture wallet or online at www.picturemail.sprintpcs.com at no additional charge. On the Web site, users have enhancement options that include cropping and lightening/darkening or adding fun effects such as comic bubbles, cartoons and line drawings.
- **Personalization:** Once downloaded, pictures can be assigned to individual callers or saved as the phone's screen saver.
- Unlimited access to PCS Vision and picture sharing; \$5 of premium content per month, including ringers, screen savers, games, 1KTV, etc.

Camera Phones from Sprint

Sprint has introduced seven phones that allow customers to capture pictures. Sprint expects more camera phones, from quality manufacturers like Sanyo and Samsung, will be added to its lineup later this year. All 13 existing PCS Vision-enabled phones can receive pictures.

- **PCS Phone by Sanyo 8100** - The newest built in camera phone from Sprint. Currently available for \$99.99 after \$100 Instant or mail-in rebate. Gives customers ability to attach a 10-second voice message to any picture. Available in three colors: all silver, navy/gold and pearl/lilac.
- **PCS Phone by Sanyo 5300** - America's first built-in camera phone
- **PCS Phone by Samsung N400 with attachable PCS Vision camera**
- **PCS Phone by Samsung A500 with attachable PCS Vision camera**

Available Soon:

- **PCS Phone by Samsung A600:** Built-in camera phone features America's first fully-rotating screen - making the inside appear on the outside for full-screen picture viewing.
- **Microsoft Windows Powered PCS Phone by Samsung® SPH-I700- Pocket PC Phone Edition** features a rotating, built-in camera
- **Microsoft Windows Powered PCS Phone by Hitachi® G1000-** Sprint's Windows Device features the first built-in QWERTY keyboard and a built-in rotating camera

"The number one reason people use wireless phones is to communicate - that is why the 8100 makes a great phone. But now, Sprint is taking communication one step further by allowing our customers to visually communicate anywhere on the PCS network and by offering enhancements designed to improve the customer experience by making picture sharing faster and easier," said Lauer. "With Sprint's enhanced service and full lineup of camera phones from manufacturers like Sanyo and Samsung, sending pictures as they happen will become as common as making a call."

Sprint recently announced 1.3 million PCS Vision customers through the end of first quarter. Sprint leads the industry in the use of advanced data services. PCS Vision from Sprint includes services that allow customers to take and receive pictures from select PCS Phones; browse the Internet at speeds faster than most dial-up connections; check personal and corporate e-mail; watch clips and stream audio for news and music; download polyphonic, animated and voice ringers, and full-color, graphically-rich games and screen savers, all on the enhanced Nationwide PCS Network.

The PCS Phone by Sanyo 8100 is available in Sprint Stores, RadioShack, Best Buy and Circuit City for \$99.99 after a \$100 mail-in rebate (regular suggested retail price of \$199.99). Offer is available to customers who activate a new line of PCS service. Existing customers who do not wish to add a new line of service may be eligible for other savings offers at Sprint Stores - check your local Sprint Store for more information. In the coming months, the Sanyo 8100 will be available almost everywhere PCS Phones are sold.

Related Links

[Picture Mail press kit](#)

[Sprint Announces the Availability of Sanyo 8100 phone](#)

Sprint Connects Enterprise Customers to Corporate Contacts Quickly and Easily with PCS Voice CommandSM Business Directory

Newest Offering from the PCS Clear Wireless WorkplaceSM Gives Mobile Employees Virtually Hands-Free Access to Important Business Contacts

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Overland Park, KS -- 04/16/2003

Sprint (NYSE: FON, PCS), which operates the largest Third Generation (3G) voice and data wireless network in the United States, today announced nationwide availability of PCS Voice Command Business Directory - an enhanced service of PCS Voice Command that provides customers with the ability to centrally manage and maintain corporate dialing lists that can be used by designated PCS Voice Command subscribers within an organization. The new service is designed to provide companies a way to enhance productivity by providing employees convenient voice access to their business directory and other important contacts by simply pressing * TALK on any PCS Phone.

"With the new PCS Voice Command Business Directory companies can maximize productivity by giving employees virtually hands-free access to important business contacts anytime, anywhere on the Sprint Nationwide PCS Network," said Phil Bowman, vice president of business marketing for the PCS Division of Sprint. "Companies can also gain efficiencies by centrally managing corporate directory lists, ensuring that the most relevant and up-to-date contacts are accessible to all PCS Voice Command subscribers in an organization."

With this latest advanced voice service from the PCS Clear Wireless Workplace, enterprise customers can also establish directory lists that are designed for specific groups within the organization. For example, the directory for the manufacturing department may include listings from the engineering and marketing departments of the organization and the directory for the sales department may include listings from the marketing and finance departments. The business directory list can store up to 1,400 contacts. Combined with the 500 contacts that can be stored in the PCS Voice Command personal address book and the nearly 100 automatically populated contacts, employees have access to approximately 2,000 contacts that can be reached with the power of their voice.

PCS Voice Command is a network-based voice-activated dialing service that enables customers to safely and quickly access important people and information in their lives. PCS Voice Command customers are provided their own personal Web-based address book, which can store up to 500 names, with up to five numbers each, using technology that does not require voice training. Customers can dial by pressing * TALK and either saying the names of individuals in the address book or reciting the digits of the number. For added convenience, Sprint has automatically populated customer's address books with phone numbers for most major airlines, hotels and car rental agencies. Customers can access additional information or set up their personal address book at www.talk.sprintpcs.com.

One Sprint wireless business customer is already experiencing the benefits of PCS Voice Command Business Directory. Arbon, a wholly-owned subsidiary of Rite-Hite, an industry leader in loading dock, door and in-plant needs, has equipped more than 400 sales representatives, service technicians, managers and administrative assistants with the PCS Voice Command Business Directory.

"PCS Voice Command Business Directory service is very simple to set up and maintain, and our employees think the service is great," said Tim Reilly, corporate controller for Arbon. "We have a large number of employees working outside the office and it's much easier for them to speak a name into their PCS Phone than to search for a number and dial seven to 10 digits whenever they need to be in touch."

There is a one-time set up fee of \$250 for PCS Voice Command Business Directory. A tiered approach is applied based on the number of group members who are given access to corporate dialing lists. The PCS Voice Command Business Directory monthly charge starts at \$75 for up to 250 users and is scaled to accommodate up to 2,500 users. Customers will be charged for voice minutes used according to their Sprint wireless service plan. All users given access to the PCS Voice Command Business Directory service must also subscribe to PCS Voice Command, which is available with any PCS Free and Clear Plan for \$5 per month and is included in many business pricing plans currently offered.

Sprint Certifies First Rugged Color Pocket PC Mobile Device by Intermec for the enhanced Sprint Nationwide PCS Network

Sprint adds Intermec to its PCS Business Solutions Program to meet specialized vertical needs for mobile applications in field sales, field service and fleet management

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Overland Park, Kan. and Everett, Wash. — 05/28/2003

Sprint (NYSE: FON, PCS), which operates the largest all-digital, all-CDMA Third-Generation (3G) wireless network in the United States, announced today that it has certified the 760 Color mobile computer from Intermec Technologies Corp. for the enhanced Sprint Nationwide PCS Network. The Intermec 760 Color is the first rugged Pocket PC mobile computer certified for use on the enhanced Sprint Nationwide PCS network. As part of the PCS Business Solutions Program, Intermec will work with Sprint to co-market, co-sell and co-brand its Pocket PC mobile device through value-added resellers (VARs) and distributors in the PCS Business Solutions Program to help meet the needs of vertical market applications in the areas of field sales, field service and fleet management.

"Sprint is pleased to have these rugged Pocket PC mobile devices now available to enterprise customers as part of the PCS Business Solutions Program," said Phil Bowman, vice president of business marketing for the PCS Division of Sprint. "Our relationship with Intermec enhances our ability to meet the specialized needs of vertical markets that want greater efficiencies and productivity through access to mobile applications via the enhanced Sprint Nationwide PCS Network."

The 760 Color is the first enterprise Pocket PC mobile computer to offer an integrated Area Imager option to read 1D and 2D bar codes and support photography applications, including signature capture, making the 760 Color ideal for a wide range of mobile worker applications. The Intermec 700 Color Series is the first family of rugged mobile computers to integrate up to three radio communication options in a single device, including a wireless local area (802.11b) radio, a CDMA / 1xRTT wide area network radio and a fully integrated power-managed Bluetooth™ radio.

"Sprint customers now have a rugged, powerful computer option that lets them do more in route sales, field service, transportation and logistics and other extended enterprise mobile applications," said Intermec Vice President Scott Medford. "The speed and reliability of Sprint's CDMA / 1xRTT network is an outstanding option for 760 Series users, because it lets them take full advantage of the computer's features, including imaging capability for digital photography and signature capture."

Sprint introduced the PCS Business Solutions Program in October 2001 to extend its enterprise distribution channels for wireless data solutions beyond its national business sales force, third party office retailers and Sprint Business Dealer Network (SBDN).

About Intermec

Intermec Technologies Corp., a UNOVA Inc. (NYSE:UNA) company, is a leader in global supply chain solutions and in the development, manufacture and integration of wired and wireless automated data collection, Intellitag® RFID (radio frequency identification) and mobile computing systems. The company's products and services are used by customers in many industries to improve productivity, quality and responsiveness of business operations, from supply chain management and enterprise resource planning to field sales and service.

Sprint and RealNetworks Bring Comprehensive, Brand-Name Mobile Streaming Multimedia Service to PCS Vision Customers Nationwide

Customers can watch and hear the latest news, sports and entertainment updates from top brands such as ABC News, CBS MarketWatch, FOX Sports, NPR News, Sporting News Radio and The Weather Channel @

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OVERLAND PARK, Kan. — 08/11/2003

Sprint wireless customers are now able to catch brand-name multimedia content delivered by RealOne™ on their PCS Vision phones. Customers can now see and hear breaking news, market reports, sports highlights, weather forecasts, and additional entertainment services such as horoscopes and movie reviews of the day anywhere on the enhanced Sprint Nationwide PCS Network. It's all being made available through an agreement announced today by Sprint (NYSE: FON, PCS) and RealNetworks®, Inc. (Nasdaq: RNWK), the global leader in digital media services and software for consumers and businesses.

RealOne is the latest step in streaming audio and multimedia services from Sprint, giving PCS Vision customers a fast and comprehensive "third screen" digital media experience, that allows subscribers to watch sports highlights at the airport, get their favorite soap-opera wrap-up on the train ride home, or even listen to the news while in between meetings. This is the next step in wireless audio and multimedia from Sprint and the first step between the two companies to deliver an enhanced video and richer audio experience.

RealOne currently provides subscribers with more than four hours of new A/V content each day, offering easy access to content via a '1 or 2 click' experience. For \$4.95 per month, consumers with any full-color Java-enabled PCS Vision Phone will be able to purchase the service.

"With RealNetworks, Sprint has a great new partner with proven expertise in delivering on-demand content to a broad base of customers. Together, Sprint and RealNetworks are bringing the top, most trusted brands in news and information services from the desktop to the "third screen" -- the PCS Vision Phone," said Chip Novick, vice president of consumer marketing for the PCS Division of Sprint. "It gives PCS Vision customers more ways to stay connected and a way to move their on-line world in hand."

"RealNetworks pioneered the subscription business for online media content to the PC with its introduction of RealOne SuperPass," said Ian Freed, vice president of mobile products and services, RealNetworks, Inc. "Now, with today's agreement with Sprint and the launch of RealOne for PCS Vision, we are proud to take the next leap forward, by delivering brand-name subscription multimedia content to PCS Vision customers, and by giving consumers an easy and compelling reason to watch the latest news, sports and entertainment, regardless of where they might be."

RealOne Mobile offers a unique set of digital media services, including:

Sports from FOX Sports and Sporting News Radio: Daily sports summaries and highlights allow PCS Vision customers to catch key moments in a game that make all the difference. No more waiting to get home in order to catch the highlights; PCS Vision customers see and hear these highlights from their PCS Phone. Customers can access regular sports updates or special interest programming, like plays-of-the-day and bloopers.

News & Business from ABC News, NPR News and CBS Marketwatch: PCS Vision customers can stay up-to-date on national news from respected news and information resources. In addition to national news, PCS Vision customers can access international news, science and technology reports, and market updates.

Entertainment from ABC News and Others: Entertainment services include: entertainment headlines, movie reviews, horoscopes, prime time television and soap opera recaps, book reviews and more.

Weather from The Weather Channel: PCS Vision customers won't be caught off guard by severe storms when

they get national weather broadcasts on their PCS Vision Phones. On-demand weather updates provide information that could help keep customers safe and out of harm's way.

Sprint recently announced 2.1 million PCS Vision customers through the end of second quarter, leading the industry in the use of advanced data services. PCS Vision from Sprint includes services that allow customers to take and receive pictures from select PCS Phones; browse the Internet at speeds faster than most dial-up connections; check personal and corporate e-mail; watch clips and stream audio for news and music; download polyphonic, animated and voice ringers, and full-color, graphically-rich games and screen savers, all on the enhanced Nationwide PCS Network.

The PCS Vision Premium Pack is available for \$15 a month. This includes unlimited access to the PCS Vision Web, unlimited text messaging and \$10 per month in premium applications such as: RealOne Mobile, games, ringers and screensavers. RealOne can be purchased through Downloads/Applications/Get New on any full-color Java-enabled PCS Vision Phone. For more information on PCS Vision from Sprint, visit www.sprintpcs.com.

About RealNetworks

RealNetworks, Inc. is the global leader in digital media services and software for consumers and businesses. Consumers use RealNetworks' RealOne Player and RealNetworks' content subscription service, RealOne SuperPass, to play free and premium digital content. Broadcasters, network operators, media companies and enterprises use RealNetworks' products and services to deliver digital media to PCs, mobile phones and consumer electronics devices. Consumers can access and experience audio/video programming and download RealNetworks' consumer software at <http://www.real.com>. RealNetworks' systems and corporate information is located at <http://www.realnetworks.com>.

RealNetworks and RealOne are trademarks or registered trademarks of RealNetworks, Inc.

Sprint's New Advertising Campaign Examines "What If the Rest of the World Were Like the Wireless Industry?"

The documentary-style advertising looks at wireless through the eyes of children who instinctively understand what is - and isn't - fair

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OVERLAND PARK, Kan. — 05/07/2004

Sprint (NYSE: FON) will unveil new advertising on Monday that demonstrates a fundamental shift in how customers will experience wireless.

"This is a new day at Sprint," said Tim Kelly, senior vice president of marketing, Sprint Consumer Solutions. "Sprint is the industry leader with innovative devices and applications, and now we are putting that same innovation into every customer interaction - from network quality to customer service to retail expansion - to change wireless for the better. The new advertising will demonstrate Sprint's promise to treat both new and existing customers with the respect and fairness they deserve."

The first television spot, "Red Ball," features children in a documentary-style format that introduces the new Sprint PCS Fair & FlexibleSM Plan, the wireless industry's first pricing plan available to customers nationwide that adjusts automatically to meet a customer's usage month to month while eliminating high overage charges. The commercial opens on a teacher talking to group of students who each have a new red ball. The teacher explains that before the children can play with the balls, they must tell her how many minutes they will use the ball every month - for the next two years. The spot pans to the children who look confused and disappointed as they try to calculate the minutes in their heads. Then the text on the screen reads, "How does your wireless company make you feel?" The spot ends with the new Sprint PCS theme line: "Sprint PCS. Now, that's better."

"Sprint captured unrehearsed, real-life reactions from children about typical 'rules' from the wireless industry to show how confusing and potentially unfair it has become for wireless users," Kelly said. "These ads will show customers we get the picture - wireless has to change for the better."

The advertising campaign, created by Publicis & Hal Riney of San Francisco, includes 60-second and 30-second TV spots, 60-second radio spots, and national and local print and magazine ads. Other communications elements include retail collateral, direct mail, online ads and the sprintpcs.com Web site. The majority of the television creative will continue to feature The Sprint Guy (actor Brian Baker). The campaign can be viewed online at www.sprintpcs.com on Sunday, May 16.

On May 17, Sprint will begin airing a second spot, "New Kid," that highlights a common consumer perception that wireless companies treat new customers better than existing customers. The spot promotes the Sprint PCS New For YouTM Upgrade Program, which enables existing customers to receive phone discounts every 18 months, similar to those received by new customers. Sprint also will unveil a four-page national print ad in *USA Today* and *The Wall Street Journal* on Monday, May 17.

In the "New Kid" spot, a new student who arrives for her first day of school receives a brand-new, deluxe paint set while the children who have been in class are clearly disappointed at the unfairness of being stuck with their old, dilapidated sets. The text on the screen reads, "How does your wireless company make you feel?" and a voiceover tells customers "At Sprint, we believe everyone is important ... that's why existing customers can get great deals on the latest phones too. The Sprint PCS New For YouTM Upgrade Program." The Sprint Guy arrives to remind the class the "Everyone should feel like they're special." The spot ends with the new Sprint PCS theme line, "Sprint PCS. Now, that's better."

Future ads will continue to promote the Sprint PCS Fair & Flexible Plan and the Sprint PCS New For You Upgrade Program, as well as Sprint's innovative service offerings, including Sprint PCS Video Mail, Sprint PCS Picture MailSM, Sprint PCS Ready LinkSM and new multi-media application offerings.

List of Sources

The following is the list of sources for material instances, from January 2001 to the present in which there was a fast follower (late entry competitor) to the introduction of an innovative mobile wireless service offering or pricing plan by Sprint.



Newsroom

News Archive 2001

Cingular Steps Up As First U.S. Wireless Carrier To Launch Hispanic Wireless Internet Portal

'Mi Ventana Movil' Features StarMedia Network Spanish Content, InfoSpace

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Platform and Applications; Offers Cingular Customers Mobile Phone Access To Internet, Email, Online Shopping

LAS VEGAS, March 21 /PRNewswire/ -- Today at CTIA Wireless 2001, Cingular Wireless, the second largest wireless carrier in the U.S., today announced the launch of "Mi Ventana Movil," the first Hispanic wireless Internet portal offered by a wireless carrier in the United States. Capitalizing on the increasing demand for Spanish-language Internet services in the United States, "Mi Ventana Movil" offers the same access in Spanish to on-demand personalized information as Cingular's "My Wireless Window" provides its English-speaking customers. The wireless portal, accessible from a mobile phone or personal computer, includes calendar, shopping, e-mail, address book and instant messaging. Approximately 48 percent of Hispanics in the U.S. have a mobile phone, which is equal to approximately 16 million people, according to Cheskin Research.

Through strategic relationships with StarMedia Network, Inc. (Nasdaq: STRM) (<http://www.starmedia.com>), the Internet media company for Spanish- and Portuguese-speaking audiences worldwide, and InfoSpace, Inc. (Nasdaq: INSP), a global provider of cross-platform merchant and consumer infrastructure services on wireless, broadband and narrowband platforms, 'Mi Ventana Movil' is the first wireless portal designed exclusively for the U.S. Hispanic market by a U.S. carrier. InfoSpace will provide the platform and applications for the new service, and StarMedia will provide Spanish language content, community applications and Hispanic

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marketing expertise.

"With Cingular's Mi Ventana Movil portal and wireless Internet service, customers can access valuable information, in Spanish, whenever and wherever they want it -- without any of the clutter and confusion commonly associated with other wireless services," said Stephen Krom, Cingular vice president of data and Internet services. "Cingular is in nine of the top ten Hispanic markets nationwide, and we wanted our customers to be equipped to use Cingular's service to express themselves in Spanish, as well as in English."

Building on the success of Cingular's English-language wireless Internet service, My Wireless Window portal (<http://www.mywirelesswindow.com>), 'Mi Ventana Movil' offers Spanish speakers new ways to shop, communicate and manage their lives through their mobile device. Empowering people with information "on the fly," Cingular Wireless Internet service uses WAP (Wireless Application Protocol), enabling wireless devices to transform into Internet portals that deliver streamlined content tailored to the smaller display screens of wireless phones.

Beginning today, customers can use the Mi Ventana Movil portal to do the following in Spanish:

- * Personalize the information they receive on their phones
- * Send and receive emails with their own "@mycingular.com" email address or using an existing email address that is compatible
- * Receive automatic alerts with the latest information on stocks, sports, weather, news, lottery, horoscopes and more

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- * Get directions on their phone while on the road
- * Access Yellow Pages and White Pages information on their phone including local or national entertainment
- * Create a calendar and address book to access "on the go"

In the second quarter 2001, customers are also expected to be able to:

- * Receive promotions and discounts on their phones from national retailers, E-tailers and local merchants
- * Send instant messages to other wireless devices in real time
- * Shop online safely through the phone or desktop PC using their stored credit card information
- * Use a desktop portal to help manage and personalize their information

"As pioneers in the U.S. Hispanic Internet space, we are delighted to bring our experience and expertise to this groundbreaking initiative, and to offer our superior product to Cingular's Spanish-speaking users," said Adriana Kampfner, StarMedia's Senior Vice President, Global Sales and Business Development. "This relationship further demonstrates our ongoing commitment to the U.S. Hispanic community and reinforces our strong position in this market."

"As the development of wireless technology makes the world smaller, our carrier partners are increasingly looking for solutions that can be rolled out across borders and in multiple languages," said Naveen Jain, chief executive

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officer of InfoSpace. "InfoSpace's highly flexible, robust wireless platform and application suite can be deployed worldwide in any language and we are pleased to be powering Cingular Wireless as the first U.S. carrier with a Spanish language wireless Internet portal."

Customers need a compatible handset to access the wireless Internet service. Cingular is offering a variety of handsets to meet local service needs as the service rolls out nationwide. Mi Ventana Movil can be added to Cingular customers' rate plans for \$6.99 per month. The web minutes used are billed as regular airtime. As an introductory offer until March 31, 2001, Cingular is waiving the monthly fee during the first three months of service.

The service is immediately available in major U.S. markets, including Los Angeles, San Francisco, Dallas, Tulsa, San Antonio, Chicago, Detroit, Saint Louis, Boston, Washington/Baltimore, and Philadelphia, and will be rolled out to all Cingular markets by early April. Cingular customers can activate wireless Internet service at select stores and by calling 1-866-CINGULAR. For more information, visit the Web site at <http://www.mywirelesswindow.com/>.

ABOUT CINGULAR WIRELESS

Cingular Wireless is the second largest wireless carrier in the U.S., and is dedicated to self-expression and customer-friendly service. As a leader in mobile voice and data communications, Cingular, a joint venture between SBC Communications and BellSouth, currently serves more than 20 million customers nationwide. Cingular offers customers advanced technologies in simple, cost-effective ways that permit them to tap the creative potential of wireless

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through their own self-expression. Details of the company are available at <http://www.cingular.com/>.

ABOUT STARMEDIA NETWORK

StarMedia Network empowers and connects Spanish- and Portuguese-speaking users through the Internet, enhancing the lives of its 27.4 million unique users. StarMedia Network is the leading Internet media company in the Spanish- and Portuguese-speaking world. The Company has operations in Argentina, Brazil, Chile, Colombia, Mexico, Puerto Rico, Spain, Uruguay, Venezuela, and throughout the United States.

ABOUT INFOSPACE, INC.

InfoSpace is a leading global provider of cross-platform merchant and consumer infrastructure services on wireless, broadband, and narrowband platforms. The company provides commerce, information, and communication infrastructure services to wireless devices, merchants, and Web sites. InfoSpace's partners encompass a global network of wireless, PC, and non-PC devices, including cellular phones, pagers, screen telephones, television set-top boxes, online kiosks and personal digital assistants. InfoSpace has relationships with Verizon Wireless, AT&T Wireless, Cingular Wireless, Intel, Virgin Mobile, Hasbro, National Discount Brokers, and Bloomberg, among others. InfoSpace's affiliate network also consists of more than 3,200 Web sites that include AOL, Microsoft, NBC's Snap, Lycos, and ABC LocalNet. InfoSpace is also positioned to tap the market for broadband wired (DSL and cable) and

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broadband wireless (2.5G and 3G) services, such as interactive gaming, television and other entertainment services. In addition, the company recently added back-end payment processing to InfoSpace's existing commerce services, allowing InfoSpace to offer everything a merchant needs to conduct the entire lifecycle of a transaction, one of the key drivers of mobile commerce adoption.

SOURCE Cingular Wireless

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Cingular unveils Voice Connect

Cingular unveiled its Voice Connect service in nine southeastern markets. Not only will Cingular subscribers make voice-activated phone calls but the carriers will enable voice commands to access information services such as stock quotes and sports. Customers activating Voice Connect will get the first 60 days of service free. Thereafter, the pricing for Cingular's Voice Connect service is \$4.99 for Voice Activated Dialing (VAD), \$4.99 for Voice Information Services (VIS), and \$7.99 for both VAD and VIS. Cingular's move into offering more advanced products is an interesting one. Verizon, which might claim to be a product leader, has yet to offer a voice-activated service or portal. Sprint PCS has Voice Command with a \$5.00 MRC and Qwest has voice browsing for \$4.95 MRC. Cingular, however, will need to improve its data content before customers will be willing to pay \$5 a month for VIS. (source: Sprint Industry InSight! 12/01)

September 15, 2003

Verizon Pursues Hispanics

NEW YORK -- Building on its success in New York, Verizon has begun offering customers in 15 more states the free option of receiving their monthly local and long-distance phone bill in Spanish. The company has already informed nearly half a million Spanish-speaking customers in the Great Lakes, Southern and Western regions. These customers had previously told Verizon that Spanish is their preferred language when the company communicates with them, and they will automatically receive their next bills in Spanish unless they notify the company that they want to continue receiving their bills in English. Other customers in the initial rollout area can choose the option by contacting their regional Verizon business office via the toll-free number on their phone bill.

Customers in the following states can now receive their monthly phone bills in Spanish: Arizona, California, Florida, Idaho, Illinois, Indiana, Michigan, Nevada, North Carolina, Ohio, Oregon, South Carolina, Texas, Wisconsin and Washington.

By next April, Verizon will make the Spanish phone bill option available throughout all 29 states the company serves, as well as in Washington, D.C.

"The Hispanic population is one of the fastest-growing market segments in the country today, so this simply makes good business sense for Verizon, the nation's largest telecom company," said Emilio Coronado, Verizon group manager for Hispanic marketing. "Expanding the availability of the phone bill option completes a series of initiatives for our Spanish-speaking customers that started over a decade ago, when we opened a Spanish-language customer service center in Santa Monica, Calif.

"Our main goal is to give current Verizon customers who speak Spanish as a primary language another strong reason to stay with Verizon and to attract new customers in this exciting and growing market," he added.

Verizon and its predecessor companies were among the first in the nation to make Spanish-language phone bills available to customers, introducing the option in New York five years ago. Today, over 230,000 Verizon customers in New York receive their monthly bills in Spanish.

Verizon has also completed a number of other initiatives aimed at retaining existing Spanish-speaking customers and attracting new ones:

- Verizon SuperPages, the nation's largest publisher of both English and Spanish-language telephone directories, just completed distributing Manhattan's only bilingual yellow pages directory to predominantly Hispanic neighborhoods there

- Successful launch of La Plaza, a targeted Hispanic marketing program

- Five successful years of publishing "La Voz" magazine, a quarterly Spanish language magazine for Spanish-speaking Verizon customers that has garnered industry awards such as: the 2001 Direct Marketing Association Award, the 2002 Latino

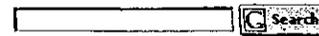
Marketing Award and the 2002 International Association of Business
Communicators' Silver Quill Award

The La Plaza High Value program, which provides customers who purchase multiple Verizon products with language-resource gifts, such as learning English videotapes and educational bilingual books for children

A specific product line relevant to the Hispanic community, such as international calling plans with great rates to Latin America and local and long-distance bundled offers with wireless and DSL add-ons.

Verizon Communications Inc.

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Wireless Carriers are Making Great Progress Implementing Wireless E911... So What's the Problem?

 By [David Williams](#)
 (Sep 22, 2004)
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Most Americans dialing 911 from their home or business phone expect nearly instant results on their doorstep from emergency responders. What is less clear to them and even seasoned technology, government, and business professionals is the level of technology infrastructure and operational processes required to provide these 911 services. For most of them it just works, and that is all that matters.

Many of them would be upset or even horrified to find out that dialing 911 from their wireless phone would likely give them far different results. Emergency dispatchers today responding to wireless 911 calls cannot, for the vast majority of these calls, determine the caller's current location, often jeopardizing response time and too often resulting in the victim not being found in time. (See <http://www.nena.org/Wireless911/Tragedies.htm> for examples of these tragedies.)

Well over 150,000 911 calls a day are made by wireless callers, and that number will continue to grow rapidly as the number of cellular subscribers grows. Consumers are discontinuing their landline service in large numbers in favor of the mobile phone, as those consumers buy wireless phones for their children for safety and peace-of-mind purposes. This expansion of wireless technology into everyday business and consumer life has enormous implications for the design of our public safety system, how we approach decisions involving homeland security, and how our federal, state and local officials develop and implement policy and allocate funds.

While many people, and the media, view the key obstacles to Wireless 911 implementation being the wireless carriers themselves, this is no longer true. The key obstacles are now lack of funding for Public Safety Answering Points (PSAPs), and the need to support them in marshalling and coordinating resources so they don't have to implement Wireless 911 on their own.

Historical Context

Wireless Carriers for several years were the "Bad Boys" of wireless E911 implementation ("E" stands for Enhanced - we will use E911 for simplicity), and justifiably so, as they resisted the original Wireless E911 mandate of 1996, begged and fought for waivers to the deadlines, and missed many deadlines even with the waivers they eventually obtained. PSAPs - the point of first response for fire, police, and other 911 calls (both wireline and wireless) complained about the lack of carrier responsiveness, and the FCC levied \$1 million + fines on more than one unresponsive carrier.

Implementation Status

However, over the last two years in particular the carriers have gotten their acts together, admirably so, and continue to meet their respective waiver deadlines quarter after quarter. Here's an overview of their status, before we get into the remaining obstacles.

AT&T Wireless (AWS)

AWS, like Cingular and T-Mobile, originally selected Enhanced-Observed Time Difference (E-OTD) technology to deliver its network-based Phase II E911 strategy. Since that technology's collapse, AWS has done well despite significant obstacles to deploy its replacement, Time Difference of Arrival (TDOA), within the timeline dictated by its FCC waiver.

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Since AWS is pursuing a network-based location strategy, its waiver depends on two dimensions for both its TDMA and GSM networks: 1) the number of cell sites it has modified to comply with E911 Phase II rules by certain dates; and 2) how long it has taken to comply with valid PSAP requests for Phase II E911 service. For several quarters, AWS has met the requirements on both of those dimensions.

However, the simultaneous management and execution issues of dealing with Cingular's acquisition of AWS, the continued conversion from TDMA to GSM, the scramble to replace E-OTD with TDOA and still meet its FCC deadlines, and other issues such as customer losses from Wireless Number Portability (WNP) and the introduction of new competitors (e.g. the new AT&T Wireless brand plus other re-branded competitors such as Virgin), will put an enormous strain on AWS' management and employees. Customers, regulators, and competitors for different reasons need to keep a keen eye on AWS over the next 6 - 12 months, as its challenges arguably are the greatest in its brief history, and it could falter, if not managed exceptionally.

Cingular

Cingular Wireless is a joint venture launched in 2000 between SBC communications (owning 60% of the venture) and BellSouth, owning 40%. The venture joined SBC's and BellSouth's U.S. wireless operations into a nationwide carrier serving roughly 25 million subscribers.

Like AWS and T-Mobile, Cingular originally selected Enhanced-Observed Time Difference (E-OTD) technology to deliver its network-based E911 strategy. Since that technology's collapse Cingular has also struggled, but struggled successfully to deploy its replacement, TDOA, in the timeline dictated by its FCC waiver. The additional good news is that Cingular's waiver has slightly greater flexibility than does the AWS waiver. However, it is unclear what impact the acquisition of AWS will have on its waiver deadlines.

Similar to AWS, Cingular's waivers for its various network types is keyed off of two dimensions for its TDMA/AMPS and GSM networks: 1) the number of cell sites it has modified to comply with E911 Phase II rules by certain dates; and 2) how long it has to comply with valid PSAP requests for Phase I or Phase II E911 service. Cingular has met its deadlines for several quarters.

Going forward, the primary challenge of course will be its acquisition of AWS, and its ability to integrate/rationalize the two networks. With respect to E911, this means performing analyses to determine redundant cell sites and redundant TDOA-enabling equipment. This has the potential for producing dramatic cost savings and accelerating E911 deployment if managed correctly; not doing so could have the opposite effect: major needless costs and a dramatically slowed E911 implementation timetable, with fines to boot.

Nextel

Nextel is notable among the "Big 6" U.S. wireless carriers in that it uses iDEN technology, which is based on its history of aggregating literally hundreds of SMR (Specialized Mobile Radio) licenses that were originally used by taxis and other dispatch services. This technological history gave rise to Nextel's "Push-To-Talk" feature, a walkie-talkie type capability that was alone in the industry until 2003 when other carriers started to introduce it.

Nextel made an early decision to deploy A-GPS technology to fulfill the E911 mandate. It got a slow tactical start, primarily because of technology development issues tied to its status as the only nation-wide iDEN carrier. Nextel has made a solid recovery, though, in its ability to meet the deadlines committed to in its waiver application and approval. It has been hampered recently with software problems that prevent users from benefiting from the full capabilities of E911, limiting location information to that of the location of the cell site the user is connected to, not the latitude and longitude of the actual user. Nextel says it is working on the problem, according to its most recent FCC filing (8/1/04).

Sprint PCS

Beginning in 1995, together with a number of partners, Sprint acquired PCS wireless licenses in 29 major trading areas in the FCC's first auction. By 1998 Sprint acquired its partners' interests and had full management control of Sprint PCS.

Sprint PCS is the clear leader of all U.S. carriers in implementing E911. It was the first and only carrier to meet the original FCC deadline of selling GPS-enabled handsets on October 1, 2001, and has met nearly all original deadlines since then. It was the first carrier to deploy a handset-based Phase II operating system (for Rhode Island in December 2001). And it was the first and only carrier to effectively reach the 100% of all new handset activations to GPS-enabled devices, reaching 99% of new handset activations at the end of June 2003.

Despite being the clear leader in implementing E911, Sprint PCS has done little to promote this fact to a wide audience or to leverage its lead into the deployment of commercial location-based services. While this is understandable to a certain extent (it might raise customer expectations inappropriately since so few PSAPs have the ability to process Phase I or II information), it also has been slow to capitalize on this widespread technology deployment for location-based services, which are not dependent on PSAP Phase II implementation.

T-Mobile

T-Mobile USA is a subsidiary of German communications company Deutsche Telekom, and the product of many mergers and acquisitions over the last several years. This history illustrates a key advantage and key disadvantage that T-Mobile (USA) historically has had with respect to other carriers, particularly its U.S. GSM network brethren AWS and Cingular. Its advantage is that it has

been a GSM-based carrier since early in its history, and thus has not had to deal with the technology migration issues that AWS and Cingular currently are encountering.

However, much of that advantage has been offset in its growth through (many) acquisitions. Many of these acquisitions (Omnicom is a great example) were generated in the "wild, wild west" days of carrier build-out, where the goal was to create an adequate network as quickly as possible, gain an attractive number of subscribers, and get bought out by a larger carrier.

Many of these acquisitions had little operational, management, and support systems infrastructure to add to the acquirer, which was often a heavy burden. For that reason among others, T-Mobile did not enjoy the advantage one would have expected when it came to deploying E911 services, with its need to pull all aspects of a wireless business – technology planning, network provisioning, management, operations, back office support, and program management discipline – together at the same time.

Like AWS and Cingular, T-Mobile got slammed by the failure of E-OTD technology, and has been scrambling to make up for lost time. Though T-Mobile did not have to apply for multiple waivers because it was a GSM-only carrier, it did have to adopt a two-pronged approach regarding the number of cell sites that were Phase II-compliant, and the response requirements to PSAP requests. In addition, the FCC required T-Mobile to implement an interim E911 plan using NSS ("Network Safety Solution") technology.

In many ways, T-Mobile had a lot of advantages that its competitors did not, and to a very significant degree it did not capitalize on them. It didn't have to deal with multiple network technologies; it was one of the last major carriers to apply for a Phase II waiver and receive it; and as a result of that and great lobbying, its E911 deadlines are the furthest out from the present timeframe among all the major carriers. Despite this, T-Mobile has been fined for Phase I violations, which have been less of an issue for competitors that did not have the same timeline advantages.

Verizon Wireless

Verizon Wireless, also known legally as Cellco Partnership, is the leading wireless carrier in the U.S. in terms of subscribers (this may or may not change after the acquisition of AT&T Wireless by Cingular closes). Verizon Wireless was created when Bell Atlantic (now Verizon) and Vodafone combined their U.S. wireless assets: Verizon Communications owns 55% of Verizon Wireless and Vodafone, 45%. The future of this relationship is uncertain; Vodafone has nearly always preferred to have a controlling stake in partnerships with other companies, and its recent attempt to buy AT&T Wireless (losing to Cingular) reinforced this perception as well as throwing doubt as to its long-term position with the Verizon partnership. In addition, Vodafone is a GSM-based carrier, and Verizon is a CDMA-based carrier. Vodafone also attempted a bid for AWS in competition with Cingular, confusing many investors.

Verizon Wireless has clearly performed solidly with respect to its negotiated FCC waiver deadlines, having not missed one for several quarters. Its only "bruising" has been a software problem, akin to Nextel's problem and similar to one Sprint PCS encountered last year, that prevented the ability to provide the precise latitude/longitude position of a user. Resolution of that issue at this writing is unclear.

Of all major U.S. Carriers, Verizon Wireless is the hardest to read "between the lines." They are very succinct in their public statements and findings, and are in general tightlipped as to internal issues. The author's opinion: Verizon is a close third behind Nextel (after Sprint PCS), but well above AWS, Cingular, and T-Mobile in terms of E911 implementation progress.

Regional/Rural Wireless Carriers

While there are over 100 wireless carriers in the U.S., in addition to the Big Six (soon to be five), only 24 of them to-date have filed E911 status reports with the FCC. Regardless of names, the most important fact is that the vast majority of these carriers serve rural markets that the major carriers (understandably from their perspective) choose not to focus on given the low ROI. From an E911 perspective, they have additional issues.

Rural areas by definition are more dispersed by geography than urban areas, and so it goes with the wireless carriers serving these areas. According to CTIA, rural wireless carriers, while serving only 18 percent of the wireless subscribers (approximately 24 million per CTIA figures), are estimated to cover over 60 percent of the geographic area of the U.S. Clearly such "remoteness," for lack of a better term, of a typical rural wireless subscriber would indicate a high likelihood of being far away from emergency service providers during a traffic accident, and thus increasing the importance of having very specific location information to reduce the time before help arrives. Moreover, other geographic challenges – tall mountains, wide valleys, vast prairies, deserts – provide additional obstacles to locating an accident victim.

The good news for users in these areas is that technology exists to better serve these areas in emergencies, such as GPS technology and ever more comprehensive mapping technology, which enables a very detailed digital mapping basis for PSAPs in remotely populated areas. The bad news is that many states with rural populations have been slow to enact taxes to help fund the deployment of the technology, or even worse, have raided those funds for other purposes.

In addition, FCC "rules" (the quotes indicating a lack of clarity with respect to the specificity and power of law around the applicable statements on the issue, in this case accuracy) with regard to accuracy of E911 systems are biased against rural carriers, in that they have fewer urban areas, which are used by larger carriers to "weight" overall accuracy compliance calculation requirements

with their coverage of high population densities, and more importantly higher density of cell sites that in turn enable higher accuracy for a large portion of their user population. So far Congress, while recognizing the problem, has not cut the rural carriers a break, though many legislators *understand the issue*.

Ok, So What's the Problem?

There are two sets of problems: 1) (Relatively) Minor Carrier Problems, and 2) Major PSAP Support Problems.

The "Minor" Problems

These are essentially in the Carrier camp in what they view as their major issues, but are relatively small compared to those faced by the PSAPs. These carrier problems are no longer the "long-pole-in-the-tent," e.g. on the strategic critical path for E911 implementation. However, Carriers continue to complain about several issues with justification, from the strategic to the tactical, including (Reasons taken directly from recent FCC filings) the following.

- Inadequate funding at local, state, and federal levels (addressed below)
- Lack of E911 coordination bodies (addressed below)
- Phase II technology complexity
- PSAP lack of readiness
- Lack of Local Exchange Carrier (LEC) cooperation – specifically, LECs that are still unable to pass Phase II data to their PSAPs or are awaiting further cost-recovery mechanisms before they permit Phase II services to be deployed, to the great annoyance of all concerned
- Lack of upgraded PSAP Customer Premises Equipment (CPE), including "head fakes" of PSAPs that say we are ready...wait, no we're not
- Improper connectivity between the PSAP's Automatic Location Identification (ALI) database and its CPE
- PSAP "one-off" operational or technical requests
- "Invalid" requests (many, many definitions of such but basically boil down to a he said/she said argument between Carriers and PSAPs on PSAP readiness issues).

The Major PSAP Support Problems

The most strategic issues include the following.

Funding – The collection, protection, and usage of E911 funds has become the critical path bottleneck to E911 implementation. Various U.S. States, particularly given the economic situation of the last two years, have resorted to co-opting E911 funds to fill budget shortfalls. There are few legal obstacles (yet, and none at the federal level) to this practice, though legislation pending in Congress will hopefully place strong deterrents to this practice going forward. In addition to the dollars themselves, it is critical to have robust safeguards and processes in place to ensure adequate and timely funding support at the state, and individual level of the nation's 6,700-plus PSAPs. Which leads to ...

Coordination – Coordinating the implementation of E911 programs has to be elevated to a multi-PSAP or state level. Several states do this already, with Rhode Island being the best example (though they obviously have a size advantage, in this instance), and Texas (on the other end of the size scale, which essentially takes a regional/multi-PSAP approach within the state via their regional coordination bodies). While the federal government has a role, through agencies such as the NHTSA, DOT, ITS, and of course the FCC and DHS, the key "fine" coordination roles need to occur at the state level or, in cases of large states or states with many PSAPs, to multi-PSAP coordinating bodies within those states. This approach provides the best balance of scale and responsiveness, handling enough PSAPs to leverage implementation expertise and scale, but close enough to the PSAPs that they are a responsive enabler of E911 implementation, not a bureaucratic obstacle. Lessons from Rhode Island and Texas need to be applied nationwide.

Other Issues include:

Standards – The use of standards or guidelines, best articulated at the coordinating-body level or even individually at a PSAP level via consultation with its neighboring PSAPs, will help ease the challenges with technology decisions, which can accelerate individual implementation and improve...

...Interoperability – More than ever in this era of terrorism, PSAPs need to communicate and share information seamlessly with governmental agencies and quasi-governmental organizations.

Wireless Carrier Management – After many fits and starts, the FCC has stabilized how carriers are regulated with respect to E911 implementation and the support of PSAPs. Now that this system is working well, including the threat of fines, the FCC (and legislators) needs to keep the pressure on, not harshly, but firmly. In addition, the FCC needs to keep an eye on the LECs; many carriers and PSAPs have frequently accused LECs of being obstacles to E911 implementation.

Rural Carriers – These carriers represent an exception to the Wireless Carrier Management point above. The FCC and regulators in general need to give them a break with respect to accuracy requirements. They are at a distinct disadvantage due to the lack of densely populated areas whose more higher accuracy "weighting" can offset the relatively poorer accuracy that is a natural result of much less densely populated areas that form the core of rural carriers' subscriber bases.

Privacy and Security – Mobile location information needs to be properly protected yet still be available to provide valuable public safety and other LBS services. The federal government needs

to take a leading role on this issue, in conjunction with other legislative initiatives in the related areas of SPAM/CAN SPAM, phishing, spyware, and general hacking threats.

Summary

The prognosis for wireless carriers progress in E911 implementation is quite positive, particularly given their progress over the last two years. While carriers are somewhat out-of-the-woods, they do have issues and can't let up on the good progress they have achieved.

Now, the biggest challenge to E911 implementation is on the public sector side – funding, coordination and other obstacles on the critical path to a nationwide implementation of wireless E911. These are now THE obstacles whose removal can prevent individual tragedies and enhance our overall security in the process.

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Your Comments
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David Williams' Story on Wireless E9-1-1 (#1)

by Evelyn Bailey, Vermont Enhanced 9-1-1 Board

Interesting article with good articulation of the issues. However, in more than one instance, Rhode Island was used inappropriately to illustrate a point. For example, the article says, that the statewide approach to coordination "provides the best balance of scale and responsiveness, handling enough PSAPs to leverage implementation expertise and scale, but close enough to the PSAPs that they are a responsive enabler of E911 implementation, not a bureaucratic obstacle. Lessons from Rhode Island and Texas need to be applied nationwide."

This is the problem with what was written. Rhode Island has only one PSAP. Rhode Island's 9-1-1 authority and its solitary PSAP are the same entity.

A better example would have been the State of Vermont, which implemented Phase II statewide with all its carriers and with all its PSAPs before any other state having similar circumstances.

GPS (#2)

by Jorge Seidel, PureCode Computing, LLC

Most GPS receivers don't work well indoors, inside cars or when kept in a purse, briefcase or backpack. All of these would seem to be common locations for mobile devices (PDA, cell phone). Does a GPS enabled phone really work well enough to fix your location (or A-GPS where the processing is not done in the handset)? In the cases cited for E911, many of the victims did not have the clear view of the sky necessary to get even three GPS satellites in view, much less four satellites required for a 3D fix.

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Posted on Thu, Apr. 10, 2003

Cell phone, PDA marry at a price

By Mike Langberg
Mercury News

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There is still no perfect "communicator" that seamlessly combines a mobile phone and a personal digital assistant, but the new Kyocera 7135 Smartphone comes closer than anything I've seen so far -- if you can get past the nose-bleed \$500 price tag.

I've reviewed more than a dozen of these hybrids in the last five years and haven't found one I could recommend without reservations. The list includes the Kyocera 6035 Smartphone, a predecessor to the 7135, introduced in 2001.

The problem in designing communicators is basic and perhaps insurmountable: A good mobile phone is very small and has a dial pad with slightly raised keys for making calls by touch alone. A good PDA has a big screen with function keys.

So a well-designed PDA makes a bad mobile phone, and a well-designed mobile phone makes a bad PDA.

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Laser hair removal -- Laser medicine technology

I've also learned one important lesson: A good communicator must make it easy to c phone calls. We might tolerate taking several steps to retrieve our daily schedule or l scores online, but nothing is more frustrating than having to fumble to answer a ring

This is where the Kyocera 7135 (www.kyocera-wireless.com) shines. The clamshi phone" design, with the screen in the upper half and a dial pad in the lower half, is ir familiar. You could use the 7135 to make and receive calls without ever knowing the included a fully functional PDA running the Palm operating system.

Out in December

Kyocera Wireless introduced the 7135 in December, but only through one carrier, All serves a limited number of markets in the Southeast and Midwest. The 7135 become nationwide late this month, when it will be offered by Verizon Wireless (www.verizonwireless.com) for \$499 with a two-year service commitment.

Here's what I like about the 7135, beyond the phone-like layout:

- Palm software. Despite major strides by the Microsoft's PocketPC, I still prefer the I operating system for its simplicity and reliability. The 7135 retains the familiar touch entering the Graffiti alphabet, at the top of the phone's lower half, and the four famil

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buttons. The phone syncs to any Windows or Macintosh computer using a cradle included in the box, and will run any of the thousands of programs created for Palm devices.

If you're looking for a Palm communicator, there are also three other choices: the Handspring Treo (www.handspring.com), the Palm Tungsten W (www.palm.com) and the Samsung SGH-D600 (www.samsung.com/products/

mobilephone/pcs). Samsung is promising to ship the new i500 in June, which will feature a clamshell design and dial pad -- making it the only communicator directly competitive with the 7135.

PocketPC users have an even longer list of communicator choices, although none are as compact as the 7135.

- Address book integration. To dial a number displayed in your Palm address book, you simply tap the screen with the stylus or your fingernail. The process is almost as simple as you click the "Lookup Address" option in the Eudora Mail program, included with the phone. You scroll through all your accumulated e-mail addresses.

- Portability. The 7135 weighs only 6.6 ounces, less than many PDAs without a built-in antenna. It measures just 2 1/2 inches wide by 4 inches high by 1 1/4 inches thick when folded.

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slimmest package, but still easy to carry on a belt clip, and much less to lug than a s and PDA.

Square screen

The square screen, measuring 1 3/4 inches on each side, is bright and displays 65,000 is one-third smaller than the typical Palm PDA screen, which is 2 1/8 inches on each side is bumped up to compensate and I didn't find the 7135 screen hard to read.

- Music. Software included with the 7135 plays back MP3 music tracks, either through or an external headset. The 7135 has only 16 megabytes of internal memory, not enough for storing songs, but there's a slot for inserting SD memory cards. A 256-megabyte SD to hold four hours of high-quality music, costs only \$75.

On the flip side, there are things not to like:

- Cost. At \$500, the 7135 is no bargain. Palm-based PDAs with color screens -- such as the Clie, Palm m130 and Handspring Treo 90 -- cost from \$200 to \$300, while the mono-color Zire is only \$99. Slim wireless phones often cost less than \$100 when you sign a one-year contract. So the 7135 costs \$100 to \$200 more than buying a wireless phone separately, although the 7135 does give the added benefit of e-mail and Web access

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bigger than the postage-stamp-sized screens found on most wireless phones.

Monthly service takes another bite. You can pick from any of Verizon's voice and data: 7135, but it's hard to know what you'll need on the data side. Verizon charges for its Network by the megabyte -- \$35 a month for 10 megabytes, for example -- yet the Web-enabled phones don't keep track of how many megabytes you've used, making over your allotment. The cost of unlimited Express Network just dropped to \$79 a month but that's still too high for anyone not on a corporate expense account.

- Inconsistent Web browsing. I've yet to encounter a wireless phone or PDA that can Web pages in their original form, and the 7135 is no exception. Web pages are often the 7135 attempts to render them on its small screen, and many graphic images don't all. I also experienced long waits, probably because the 7135's processor, while respectable, is no match for computer processors in assembling complex Web graphics.

Offering sites

There are a small number of Web sites that offer pages specifically designed for mobile wireless devices with small screens, relying heavily on text to speed download pages opened quickly and accurately on the 7135.

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<http://www.wirelessnewsfactor.com/perl/story/15514.html>

Verizon Wireless Launches E911 Phone - Service To Follow

By Jay Wroldstad

December 27, 2001 12:32PM

The new phone can automatically identify and transmit the caller's location and cell phone number to a 911 call center that has been upgraded for E911 Phase II service.

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Satellite-based GPS (global positioning system) technology is emerging as the solution of choice for U.S. carriers trying to meet a federal mandate for enhanced 911 (E911) emergency response services.

Now, Verizon Wireless has announced it is offering a GPS-enabled phone that can provide public emergency service agencies with enhanced location information about 911 calls from wireless phones. The Verizon Wireless SCH-N300 phone is made by Korean electronics giant Samsung, Verizon said, and satisfies Federal Communications Commission (FCC) guidelines for an E911 system.

Coast to Coast by 2003

When used in an area where both the Verizon Wireless network and the local 911 call center system have been upgraded for E911 Phase II service, the new phone can automatically identify and transmit the caller's location and cell phone number to the call center.

Verizon Wireless spokesperson Tom Pica told Wireless NewsFactor that by April 2002, 65 percent of the population served by the company's network will be able to transmit location data to local PSAPs (public service answering points).

The company expects to complete a coast-to-coast E911 network by the second quarter of 2003, Pica said. As PSAPs upgrade their local or state systems' ability to receive and use location data supplied by GPS-capable phones, the entire system will come together.

Carriers Strive To Comply

"We are delivering on our commitment to provide local police departments and other emergency services personnel with location information using a wireless phone," Pica said.

But despite Verizon's efforts, Sprint PCS (NYSE: PCS) beat it to the punch, offering a GPS-enabled phone (also from Samsung's N300 line) in October and announcing this week that it is launching E911 service in its Rhode Island service area.

Both carriers are going with a handset-based E911 system to meet the FCC's E911 Phase II mandate to improve response time for emergency calls made on cell phones. That order requires all wireless carriers, following a request from a PSAP, to locate 67 percent of 911 callers within 50 meters using a handset-based system, or within 100 meters using a network-based system.

The deadline for E911 initial implementation was October 1st, but most major wireless operators, including Verizon Wireless, have filed waivers for more time. The

biggest hurdles thus far are rolling out the required network software and infrastructure and coordinating with emergency response agencies. Full deployment of E911 location identification is required by December 31, 2005.



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Verizon beats Sprint PCS to 1XRTT

Kelly Carroll

Feb 1, 2002 12:00 PM

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CTIA Wireless 2005

Verizon Wireless has launched 1XRTT commercially in 10 markets, making it the first carrier to introduce third-generation networks in the U.S. With Sprint PCS rolling out 3G nationwide this summer, CDMA carriers could gain the upper hand over their GSM competition.

Some industry experts believe 1X operators will have the advantage because in the short term Cingular Wireless and AT&T Wireless are focused on the challenging transition from TDMA to GSM/GPRS.

In the long run, however, the GSM operators will be able to leverage the economies of scale that the GSM market

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has relative to CDMA, said Phil Marshall, senior analyst at The Yankee Group.

1XRTT is expected to reach a peak speed of 144 kbps compared to 115 kbps for GPRS. However, both standards are expected to offer consumers an average of between 40 and 60 kbps, making the discrepancy in data rates less of a differentiator than some have thought.

Comparison of Peak and Average

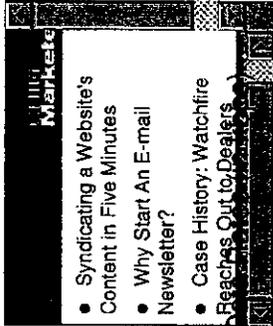
Technology	Peak	Realistic	Bits/Sec/HZ/Sector
GPRS	115	25	.016
EDGE Classic	384	75-100	.060
W-CDMA	2000	800	.220
1X (standard/enhanced)	153/307	80/160	.210
1X EV DO	2400	1250	.650

Source: Strategy Analytics

Marshall actually believes speed will become insignificant over time.

"I'm not sure speed is the most important metric on which to measure success," he said. "Being able to create applications to meet specific market needs will be more important."

Verizon may have gained first-mover advantage with its U.S. launch of 1XRTT, but some



Verizon beats Sprint PCS to 1XRTT

Page 3 of 5

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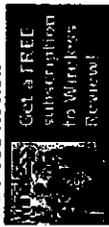
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Industry experts expect Sprint PCS to be a formidable competitor, especially since Verizon is not rolling out 3G with an arsenal of applications or handsets.

In fact the carrier only has one handset available — the Kyocera 2235 — as well as the Sierra Wireless AirCard 555.

In addition to its current 10 markets — Norfolk, Va.; Washington, D.C.; Baltimore; Philadelphia; New York; Boston; Portland, Maine; the Silicon Valley; the San Francisco Bay area and Salt Lake City — Verizon will roll out additional markets beginning in March, according to a company spokesman.

Verizon also has struck a strategic relationship with Accenture. Together, the companies plan to market and sell mobile enterprise applications offered by the Accenture Mobile Service Bureau. Through the alliance, Verizon Wireless and Accenture can offer enterprise customers access to a wide variety of integrated mobile solutions deployed via Verizon Wireless' Express Network, as well as its existing digital network.

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Developer News

11/07/02

T-Mobile Introduces Camera Phones Starting at Under \$100

BELLEVUE, Washington - 11/07/2002 — The world of wireless gets a lot more colorful and interesting today as T-Mobile USA introduces color camera phones, starting at under \$100. Exclusively through T-Mobile, the affordable Sony Ericsson T300 and the dynamic Motorola T720i handsets let customers take a snapshot, send it to any e-mail address and then talk about it — all from a single device when they're on-the-go. Just in time for the holiday season, customers GET MORE fun features allowing them to get more from life with T-Mobile.

Budding paparazzi will find that taking, previewing and sending a picture with a T-Mobile camera phone is simple as the camera easily snaps to the phone — no cables or dangling attachments. To use the fun feature, customers just take a picture, tap in an e-mail address and hit send. Friends simply open the e-mail message to be instantly entertained — no need to go to an external Web site.

"T-Mobile's new camera phones are all about spontaneous, personal fun," said John Clelland, senior vice president of marketing for T-Mobile USA, Inc.

The attachable camera is just one element of the new feature rich phones which also allow for multimedia messaging services (MMS), letting customers not only send text messages, but pictures, animations, melodies and sound, straight from the handset. Built to operate on T-Mobile's nationwide, high-speed data network, customers have a whole new way of using wireless services to GET MORE from life.

"From color photos and animated graphics to the new, super quality sound of ring tones, it's an exciting time to jump into the expanding world of wireless. The experience for our customers just keeps getting better as T-Mobile continues to deliver on all aspects of our GET MORE promise — more minutes, more features, more service," Clelland said.

The Sony Ericsson T300, available exclusively through T-Mobile, features a full color graphics screen and an attachable camera with zoom lens that lets users send digital pictures directly from the handset to other capable devices or any e-mail address. The phone quickly and easily offers a picture phone book for users to place a face with a number, adding a new twist to the free caller ID feature. A five-way navigation joystick makes game playing like Alien Scum and Black Deal, even more fun. And new polyphonic sound capabilities make personalized ring tones sound more like real music. Users can also jazz up their phone with color screensavers and backgrounds. Additionally, with the T300, customers have the choice to use their same phone and number when traveling to more than 90 countries worldwide with rates as low as 99 cents a minute through T-Mobile's WorldClass service. Consistent with T-Mobile's promise to deliver the best value in the marketplace, the T300 and included CommuniCam MCA-25 camera accessory retails for an introductory price of \$99.99 after rebate.

Similarly, the Motorola T720i comes packed with new features and ease of use functionality. The classic

Motorola clamshell design can be personalized with changeable covers and pumped up, polyphonic ring tones that sound like real music. The phone flips open to reveal a large, full color graphic screen that supports more than 4,000 colors, great for adding screensavers, wallpaper, and viewing pictures. The convenient digital swivel camera accessory plugs into the phone and offers lighting options, image storage and image browsing options, all in a tiny package weighing less than 25 grams. The enhanced user interface with animated icons and quick-access keys make it easy to find information and the 4-way navigation key makes it ideal for playing downloadable Java games. The Motorola T720i retails for \$299.99, but with rebate consumers only pay \$249.99 and receive a free digital camera attachment.

Both the Sony Ericsson T300 and the Motorola T720i operate on T-Mobile's nationwide GSM/GPRS voice and high-speed data network which enables customers to send digital photos taken with the new camera phones directly from their handset to other capable handsets or to any e-mail address.

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Verizon Wireless Launches VCAST

By Rhonda Wickham
January 7, 2005
NEWS@2 DIRECT

LAS VEGAS - In an aggressive move, Verizon Wireless has set the bar by which other carriers will have to respond. It has established a pricing program aimed directly at the consumer segment interested in using EV-DO.

Beginning Feb. 1, Verizon Wireless will offer consumer services over its EV-DO network under the name VCAST. Priced at \$15 per month, the company will offer services that fall into three basic silos: Video on Demand, Premier Services such as 3D gaming and Music on Demand.

As part of the new service, customers will be able to use new handsets to access video on-demand service, viewing current news, weather, sports and entertainment programming. They also will be able to download and play 3-dimensional games, watch music videos and short programs specifically designed for mobile phones and access other video applications.

Content sources include MTV Networks' VH1 and Comedy Central brands. Verizon also says a relationship with News Corp. and 20th Century Fox will deliver exclusive programs, such as '24: Conspiracy,' 'Sunset Hotel' and 'Love & Hate.' NBC will provide content as well, including newscasts made exclusively for mobile phones.

According to Jeffrey Nelson, Verizon Wireless spokesman, there is a definite 'cool' factor with this introduction, and he anticipates that consumers will embrace the EV-DO network capabilities.

At launch, customers will be able to access VCAST on three new phones from LG Mobile Phones, Samsung and UTStarcom Personal Communications. Verizon's featured phone is the new LG VX8000, which has full-motion video with audio downloading and playback capabilities. Customers can capture 15-second videos and still photos and send them to other Verizon Wireless customers with video messaging-capable phones or any e-mail address.

Initially, VCAST will launch in 30 cities, serving some 75 million subscribers. By midyear, the company intends to double the number.

Thus far, pricing for 3G services has been largely experimental to determine what the corporate market would bear. Busy executives have not been particularly picky about the pricing plans because they needed and appreciated high-speed access to get their e-mails and offices functions. To date, no carrier has developed simple data pricing plans aimed at the consumer segment.

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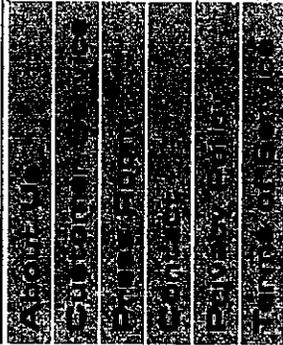


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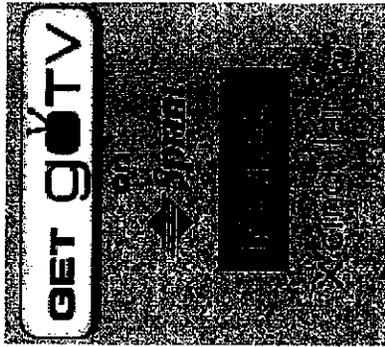


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T-Mobile US home

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Developer Center Home

- >> Introduction
- >> Partnership Opportunities
- Developer News
- >> Wireless Portal
- >> Events
- >> Partners
- >> Register
- >> Modify Account
- >> Contact Us

Devices

WAP

SMS/EMS/MMS

J2ME

PocketPC

Login

See all T-Mobile International sites



Developer News

11/07/02

T-Mobile Introduces Camera Phones Starting at Under \$100

BELLEVUE, Washington - 11/07/2002 — The world of wireless gets a lot more colorful and interesting today as T-Mobile USA introduces color camera phones, starting at under \$100. Exclusively through T-Mobile, the affordable Sony Ericsson T300 and the dynamic Motorola T720i handsets let customers take a snapshot, send it to any e-mail address and then talk about it — all from a single device when they're on-the-go. Just in time for the holiday season, customers GET MORESM fun features allowing them to get more from life with T-Mobile.

Budding paparazzi will find that taking, previewing and sending a picture with a T-Mobile camera phone is simple as the camera easily snaps to the phone — no cables or dangling attachments. To use the fun feature, customers just take a picture, tap in an e-mail address and hit send. Friends simply open the e-mail message to be instantly entertained — no need to go to an external Web site.

"T-Mobile's new camera phones are all about spontaneous, personal fun," said John Clelland, senior vice president of marketing for T-Mobile USA, Inc.

The attachable camera is just one element of the new feature rich phones which also allow for multimedia messaging services (MMS), letting customers not only send text messages, but pictures, animations, melodies and sound, straight from the handset. Built to operate on T-Mobile's nationwide, high-speed data network, customers have a whole new way of using wireless services to GET MORE from life.

"From color photos and animated graphics to the new, super quality sound of ring tones, it's an exciting time to jump into the expanding world of wireless. The experience for our customers just keeps getting better as T-Mobile continues to deliver on all aspects of our GET MORE promise — more minutes, more features, more service," Clelland said.

The Sony Ericsson T300, available exclusively through T-Mobile, features a full color graphics screen and an attachable camera with zoom lens that lets users send digital pictures directly from the handset to other capable devices or any e-mail address. The phone quickly and easily offers a picture phone book for users to place a face with a number, adding a new twist to the free caller ID feature. A five-way navigation joystick makes game playing like Alien Scum and Black Deal, even more fun. And new polyphonic sound capabilities make personalized ring tones sound more like real music. Users can also jazz up their phone with color screensavers and backgrounds. Additionally, with the T300, customers have the choice to use their same phone and number when traveling to more than 90 countries worldwide with rates as low as 99 cents a minute through T-Mobile's WorldClass service. Consistent with T-Mobile's promise to deliver the best value in the marketplace, the T300 and included CommunicCam MCA-25 camera accessory retails for an introductory price of \$99.99 after rebate.

Similarly, the Motorola T720i comes packed with new features and ease of use functionality. The classic

Motorola clamshell design can be personalized with changeable covers and pumped up, polyphonic ring tones that sound like real music. The phone flips open to reveal a large, full color graphic screen that supports more than 4,000 colors, great for adding screensavers, wallpaper, and viewing pictures. The convenient digital swivel camera accessory plugs into the phone and offers lighting options, image storage and image browsing options, all in a tiny package weighing less than 25 grams. The enhanced user interface with animated icons and quick-access keys make it easy to find information and the 4-way navigation key makes it ideal for playing downloadable Java games. The Motorola T720i retails for \$299.99, but with rebate consumers only pay \$249.99 and receive a free digital camera attachment.

Both the Sony Ericsson T300 and the Motorola T720i operate on T-Mobile's nationwide GSM/GPRS voice and high-speed data network which enables customers to send digital photos taken with the new camera phones directly from their handset to other capable handsets or to any e-mail address.

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News Release

CINGULAR WIRELESS INTRODUCES SUPER TONES

Next-Generation Ringtones Transform Phone Into Mobile Sound Machine

ATLANTA - August 1, 2003 - Cingular Wireless, the second largest wireless carrier in the nation, today introduced the next generation of wireless downloadable ringtones - Super Tones. Incorporating voice, sound and real music tones, Super Tones are more realistic and fun than previous options, allowing Cingular customers to personalize their phones with a choice of more than 400 high-quality sounds that are recordings of celebrity voices, chart topping songs, sound effects and audio clips.

"We have seen a significant increase in the popularity of ringtones - from monophonic to polyphonic - customers want to customize and create a wireless phone that truly fits their personality," said Andy Wilson, vice president marketing, Cingular Wireless. "Super Tones is the next generation of ringtones, further allowing Cingular customers to enhance their personal, mobile experience. Now customers can personalize how their cell phone rings with recorded voices, songs and premium sound effects, as opposed to using traditional generic rings."

Among the library of more than 400 available ring tones, Super Tones include:

- **Voice Tones** - Customize ringtones with a celebrity voice or a funny message. When your phone rings, hear it answered by Beyonce or William Shatner or any number of stars.
- **Sound Tones** - From funny noises to famous quotes, customize ringtones with sound effects, movie and TV lines, sports moments and famous speeches. You can hear a kiss, drum, chime, door slam and many more.
- **Music Tones** - Have your phone ring with one of your favorite hit songs written by artists including Nelly, Smashmouth, N'Sync, No Doubt and many more - includes recorded music clipped into a ringtone.

Cingular Wireless subscribers currently can select, preview and download Super Tones via the web at www.cingularextras.com, and soon by using Cingular Wireless Internet Express service and a Super Tones-capable phone. Super Tones range in price from \$1.99 to \$2.49 for a one-time download fee. Airtime or kilobyte charges apply during the selection and download process. Once downloaded, a Super Tones ringtone can be used anytime, anywhere without expiration or incurring additional charges.

The premiere Super Tones-capable phones at launch of service currently include the Nokia 3300, Nokia 3600 and Nokia 3650 wireless phones. Additional phones will be Super Tones-compatible, including the new Samsung s307, throughout the year.

Cingular Wireless Super Tones, popularly known as TruTones, are provided by Moviso, the largest mobile media provider in North America.

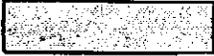
ABOUT CINGULAR WIRELESS

Cingular Wireless, a joint venture between SBC Communications (NYSE - SBC) and BellSouth (NYSE - BLS), serves more than 22 million voice and data customers across the United States. A leader in mobile voice and data communications, Cingular is the only U.S. wireless carrier to offer Rollover, the wireless plan that lets customers keep their unused monthly minutes. Cingular provides cellular/PCS service in 43 of the top 50 markets nationwide, and provides corporate e-mail and other advanced data services through its GPRS and Mobitex packet data networks. Details of the company are available at www.cingular.com.

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verizonwireless
We never stop working for you.

Now Playing On A Cell Phone Near You: Video Clips, Music Videos And 3D Games

V CAST From Verizon Wireless Available Tomorrow

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01/31/2005

BEDMINSTER, NJ — When it launches tomorrow, V CAST from Verizon Wireless will break all preconceived notions about wireless multimedia services. The nation's first 3G wireless broadband multimedia service for consumers, V CAST delivers crystal clear short content on-demand, live-action 3D games, music videos, and much more to wireless phones. The quality of the service is matched only by the popularity of the content being offered: Verizon Wireless is presenting premier news and entertainment sources from the leading content providers in the nation – and from around the globe – making V CAST an indispensable new infotainment resource for all types of consumers.



Starting tomorrow, V CAST customers will be able to use new wireless phones for applications only dreamed of a year ago: watch video clips from "The Daily Show with Jon Stewart"; receive video news updates from NBC News and political analyses from Tim Russert of *Meet the Press*; view highlights from premiere sporting events like FOX NFL Sunday from Jacksonville; immerse themselves in *Spider-Man 2 3D: NY Rooftops*, a game inspired from scenes in the Spider-Man 2 motion picture from Sony Pictures; and also download hot music videos from Warner Music Group artists like Simple Plan, My Chemical Romance and The Used.

V CAST is available via new 3G phones that run on the Verizon Wireless broadband EV-DO (Evolution-Data Optimized) 3G network, delivering the fastest wide-area wireless data experience in the nation today. The V CAST coverage area, which mirrors Verizon Wireless' EV-DO network, is available in more than 30 major metropolitan markets and covers more than 75 million people.

"What wireless broadband means for consumers is a whole new wireless experience," said Denny Strigl, president and chief executive officer of Verizon Wireless. "This will be the year that consumers look at their wireless phones as a must-have multi-functional entertainment device, as well as something that's indispensable for staying in touch. Now our customers can turn to their phones purely for entertainment value, with their favorite music, movies, news and games traveling with them. Unlike other wireless video and multimedia services available today, our V CAST service is fast, clear and cutting edge – the Verizon Wireless network makes this possible."

V CAST VPak Pricing

For \$15.00 monthly access added to their Verizon Wireless calling plan, customers get the V CAST VPak which includes unlimited access to a wide array of more than 300 daily updated video clips from leading news, sports, weather and entertainment content providers. Unlimited basic short content is included, but application download fees still apply for 3D games, premium short content, and all other Get It Now® applications. There are no airtime charges to download, stream or watch V CAST content. For a limited time, customers who sign up for V CAST receive two months of service free. Customers can also download, stream or watch premium short content, available at additional cost that will include music videos and more. Verizon Wireless V CAST customers also receive monthly access and unlimited browsing on Verizon Wireless' Mobile Web 2.0SM news and information service.

V CAST Content

V CAST offers customers mobile news, weather, entertainment and 3D games – all in the palms of their hands – from the following categories:

Short Content Video

News:

- NBC Mobile (NBC Universal) – interview excerpts, weather updates and political analysis from NBC News personalities.
- CNNtoGO Video (Cable News Network) – hourly news updates and short content from CNN NewsPass and CNN Now in the News (formerly CNN Quickcast).
- MarketWatch (Dow Jones & Company) – business and financial news with market updates, features and interviews.

Weather:

- AccuWeather (Accuweather.com) – national, regional and localized forecasts and breaking weather news.

Sports:

- ESPN (ESPN) – college basketball and football highlights, sports news and information, game analysis and reporting from ESPN experts and personalities.
- FOX Sports (Fox Sports Interactive Media) – FOX NFL Sunday from Jacksonville, video clips from "Best Damn Sports Show Period," "I, Max," "Beyond the Glory" and extensive pre- and post-game coverage and interviews.

Entertainment:

- VH1 (MTV Networks) – including short content from "Best Week Ever."
- Comedy Central (MTV Networks) – including short content from "The Daily Show with Jon Stewart."
- E! Entertainment Television (E! Entertainment Television) – short content from E! News, The Awful Truth®, Fashion Police™, Watch with Kristin, Red Carpet Moments, E! TV Highlights, Wild On!® and more.
- Just For Laughs (Airborne) – Just For Laughs Gags, Just For Laughs Offbeat and Just For Laughs Stand-Up Series.
- Sesame Street (Sesame Workshop) – memorable clips and classic songs featuring the Muppets™ from *Sesame Street*.
- CinemaElectric (CinemaElectric) – extreme sports, Hollywood and fashion show catwalks video clips.
- V CAST Showcase (Verizon Wireless) includes a variety of short content: movie previews, DVD previews and short content from network television daytime and prime time programs. V CAST Showcase also features Mobile Shows, such as:
 - "24 Conspiracy," available February 7 (Twentieth Century Fox Television)
 - "Sunset Hotel" available February 9 (Twentieth Television)
 - "Love & Hate" available February 10 (Twentieth Television)
- Music Videos (Warner Music Group) – from new stars and legendary artists. Music Videos on V CAST are premium content, available for \$3.99 per music video. Titles rotate weekly; 11 titles will be available on February 1, including:
 - My Chemical Romance - *I'm Not Okay (I Promise)*
 - The Used - *All That I've Got*
 - Crime Mob - *Knuck If You Buck*
 - Sean Paul - *Like Glue*
 - Simple Plan - *Welcome To My Life*
 - Story Of The Year - *Until The Day I Die*

3D Games

- Asphalt: Urban GT (Gameloft) – \$2.99 monthly access or \$9.99 for unlimited use purchase.
- AMF Bowling (Vir2L Studios and Superscape) – \$2.49 monthly access or \$8.99 for unlimited use purchase.
- Evel Knievel 3D (Superscape) – \$2.49 monthly access or \$8.99 for unlimited use purchase.
- Disney's Kingdom Hearts 3D (WDIG) – \$4.99 monthly access.
- S.W.A.T. The Movie: 3D Game (Sony Pictures) – \$2.99 monthly access or \$9.99 for unlimited use purchase.
- Spiderman 2 3D: NY Rooftops (Sony Pictures) – \$2.99 monthly access or \$9.99 for unlimited use purchase.