

# Emerging Devices



Finding New Ways to  
**Connect People**





# Agenda

1. AT&T's Emerging Devices Organization
2. Breadth of Devices Targeting Wireless Connectivity
3. AT&T's Innovating Partnerships and Business Models
4. Facilitating the Emerging Device Ecosystem
5. Providing Carrier Grade Services to our Partners
6. Investments at the Core that Make the Edge Possible
7. Bringing Innovation Together from our Partners' Perspective



# The AT&T Emerging Devices Organization



- Formed October 2008
- Created to...
  - Pioneer new ways of connecting new devices
  - Optimize partner success with flexible business models
  - Facilitate cooperation across the ecosystem
  - Enable game-changing applications that access the whole AT&T network

## *Our Mission*

*Find more ways to connect people with their world through new connected devices, great networks, strong partnerships with the best end-to-end customer experience.*



# Devices Targeting Wireless Connectivity



## Portable Navigation Devices

- Real Time Traffic
- Points of Interest
- Web Search



## Picture Frames

- Push photos to family
- No setup required
- Sync with Digital Camera



## eReaders

- Access to Books, Newspapers, Mag.
- Simple out of the box experience



## Cars & Telematics

- Diagnostics & Safety
- Real Time Traffic
- Web Content
- Rear Entertainment

## The AT&T Networks

Wireless + Broadband  
Wi-Fi + U-verse



## Digital Cameras/Camcorders

- Backup Photos to Internet
- Limitless Memory Card
- Send Photos to Digital Photo Frame



## Tracking Devices, Medical Needs

- Medical Applications
- Security
- Home/Business monitoring
- Child Track/Find Fido



## Netbooks and Mobile Internet Devices

- Mini Computing
- Auto Activation
- Instant On/All Day Battery



## Entertainment Devices (Gaming, Media)

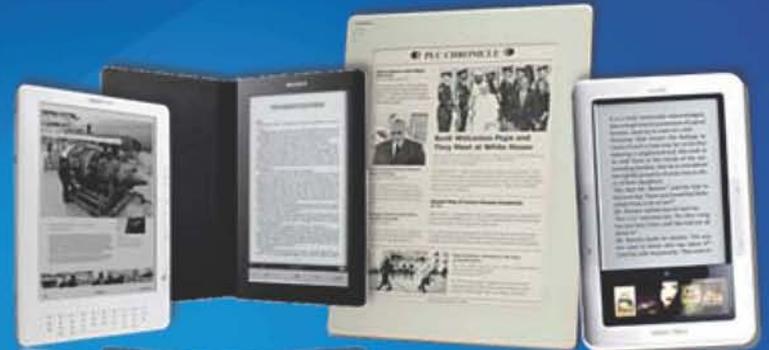
- Multiplayer Games
- Game Downloads
- Social Networking
- Browsing



# Innovating Partnerships & Business Models

## eReaders

- Kindle from Amazon.com
- Sony Daily Edition eReader
- Plastic Logic Que
- Barnes & Noble nook



## Personal Navigation Devices

- TomTom XL 340S LIVE
- Garmin Nuvi 1690



## Netbooks

- Acer
- Nokia
- Lenovo
- Dell





## Facilitating the Ecosystem

- For emerging devices, there is **complex coordination required** across the various players to develop end-to-end solutions
- The **business models** and **value chains** are still **nascent and evolving**
- Carriers have the experience to be the **catalyst**



Source: AltmanVilandrie & Company



# Providing Carrier Grade Services

- AT&T Emerging Devices Lab
  - More than **1,000 devices certified** since 2005
  - Lab is located in **Austin Texas**
  - **2009 expansion** to support the emerging device industry
  - Resources that **provide carrier expertise** to our emerging device Partners



- Created to...
  - Support the **scale and variety** of emerging device designs and form factors
  - Certify **innovative concepts** in a timely manner for quick **time to market**
  - Test what's necessary for our Partners to deliver a **compelling user experience** to their customers.





# Device Fundamentals Lead to Partner's Successful Products

Radio Module



Integrated Device



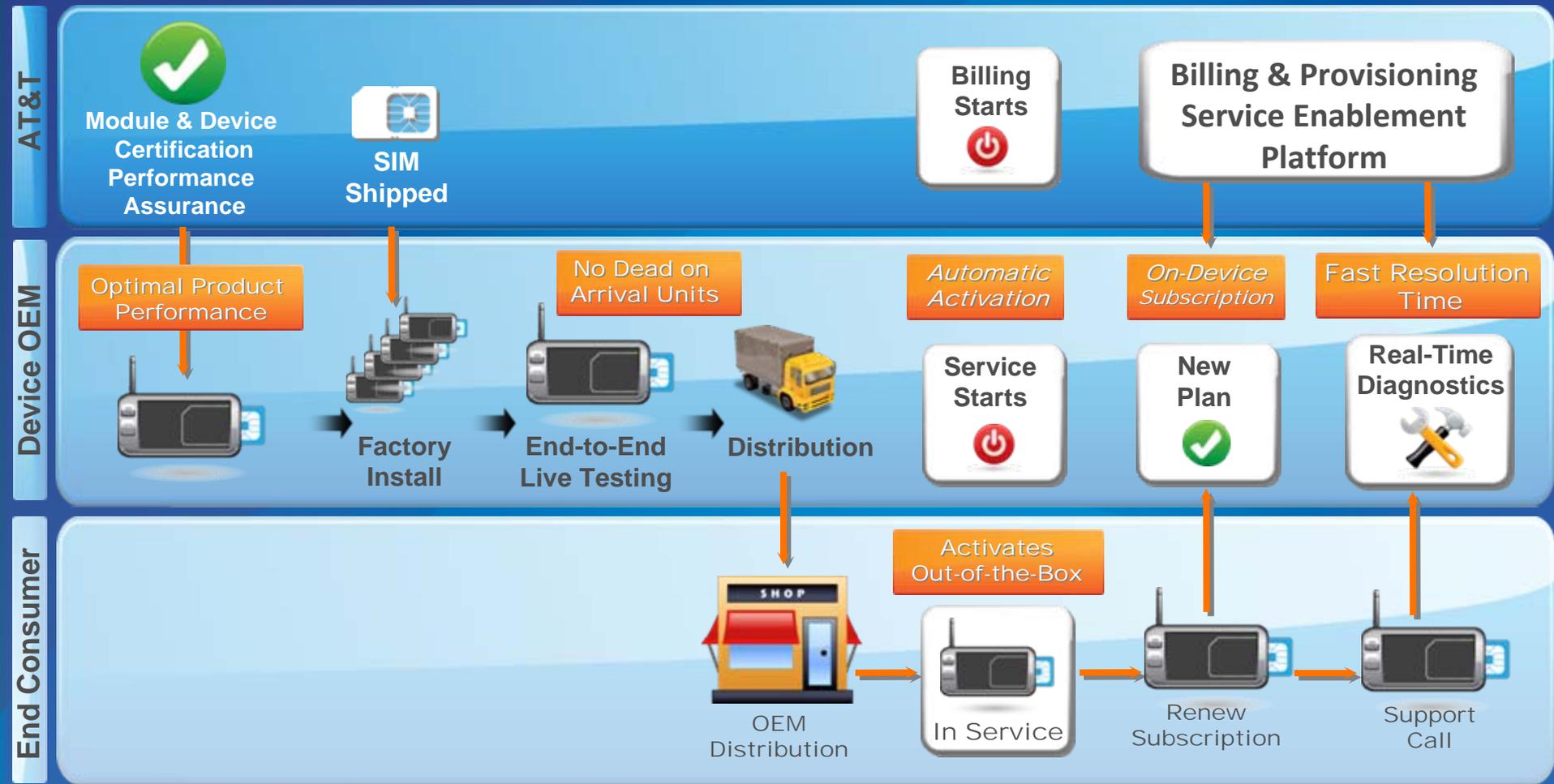
End Product





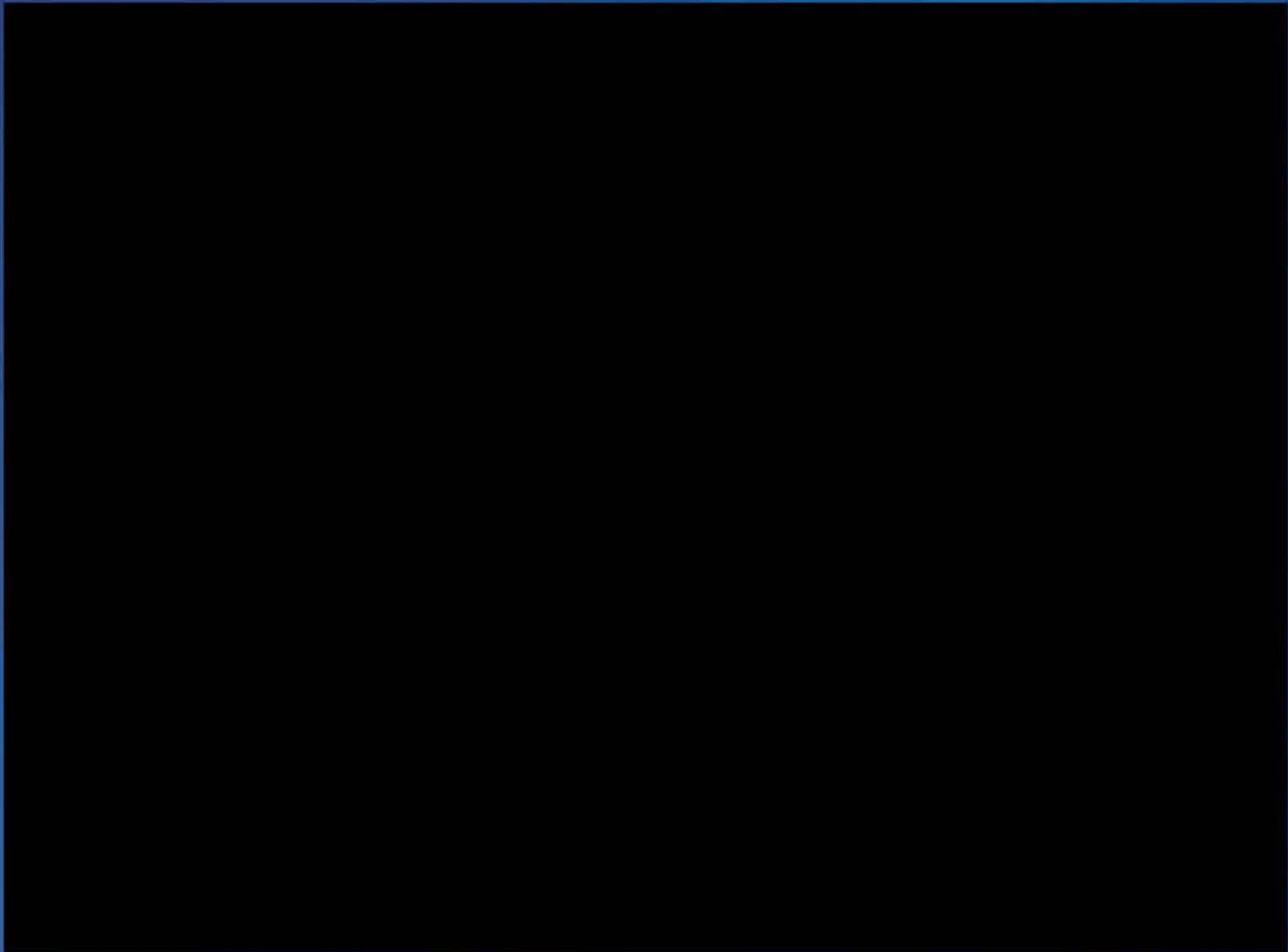
# Core Platforms make the Edge Possible

DEVELOPMENT → MANUFACTURING → DISTRIBUTION → PURCHASE → END CONSUMER USES





# Bringing Innovation Together – Partners' Perspective





# Thank You