

cards – it is only about the size of a pin head – and is designed to withstand harsh weather conditions where M2M devices may be deployed.¹¹³ T-Mobile also entered into a strategic alliance with Echelon, a smart meter provider, whereby T-Mobile’s M2M SIM card will be built into Echelon products and data from the smart meters will be transported over T-Mobile’s wireless network.¹¹⁴

- Verizon recently launched a home automation system. The program allows users to control their thermostat, lighting, and even security features. This is the first commercial-scale home automation service offered by a US telecom provider.¹¹⁵
- AT&T smart grid technology “combines smart meters, sensors, and monitors with wireless technology and software” to monitor energy use.¹¹⁶ In March of this year, AT&T and E3 Greentech announced an agreement to provide wireless service to a central home unit, the E3 Intelligent Bridge, to help homeowners and property managers optimize their energy use by automatically reducing energy waste.¹¹⁷
- AT&T partnered with Elster, a leader in advanced metering technology, to provide a comprehensive wireless solution for utilities. The initiative enables utilities to integrate distribution area networking from AT&T’s high speed cellular data network.¹¹⁸
- Ericsson launched its TCO₂ approach, which is a sustainability solution based on total cost of ownership (TCO). Extending the TCO framework to optimize the cost of network operations with CO₂e impacts results in the TCO₂ approach. This methodology can be

¹¹³ See Marguerite Reardon, *T-Mobile goes for smart grids*, CNET News (Apr. 23, 2009), available at http://news.cnet.com/8301-1035_3-10226418-94.html.

¹¹⁴ See Ariel Schwartz, *T-Mobile Joins the Smart-Grid Wireless Network Brigade*, Fast Company (Apr. 23, 2009), available at <http://www.fastcompany.com/blog/ariel-schwartz/sustainability/t-mobile-joins-smart-grid-wireless-network-brigade>.

¹¹⁵ Jeff St. John, *Verizon launches Home Automation, via Z-Wave*, GreenTechGrid (Oct. 11, 2011), <http://www.greentechmedia.com/articles/read/verizon-launches-home-automation-via-z-wave/>.

¹¹⁶ *AT&T and Smart Grid*, AT&T Media Kit, available at <http://www.att.com/gen/press-room?pid=18769> (last visited Dec. 1, 2011).

¹¹⁷ *AT&T, E3 Greentech to Wirelessly Connect Home Energy Management System*, AT&T (Mar. 22, 2011), available at <http://www.att.com/gen/press-room?pid=19401&cdvn=news&newsarticleid=31715&mapcode=consumer|mk-att-sustainability>.

¹¹⁸ Press Release, AT&T, *AT&T And Elster Announce Agreement to Deliver Wireless Smart Grid Solutions to Utilities* (Dec. 9, 2010) available at <http://www.electricnet.com/article.mvc/ATT-And-Elster-Announce-Agreement-To-0001?atc~c=771+s=773+r=001+l=a&VNETCOOKIE=NO>.

used to evaluate the carbon emission and energy consumption savings of various network operations. According to Ericsson, “there are two components to the TCO₂ approach: (1) measure CO₂e emissions and carbon intensity within a TCO framework to gauge the efficiency of proposed solutions on a network level, and (2) using energy efficiency as a guide, broaden the range of potential solutions to include capacity enhancements, as well as network optimization techniques and operational synergies from managed services and network sharing.”¹¹⁹

- Nokia Siemens Networks’ NetAct™ Service Quality Manager (SQM) is used to build enhanced control of base station power saving. NetAct SQM includes a night time power saving solution that allows operators to set a time when traffic prioritization is enabled in the network.¹²⁰ Additionally, Nokia Siemens Networks offers its Flexi Base Station and Flexi Multiradio, which provide up to 70% savings on energy.¹²¹ In addition to saving energy, the Flexi Base Station is made of over 90% recyclable materials.¹²²
- GreenTouch is a global consortium of leading Information and Communications Technology (ICT) industry, academic and non-governmental research experts, organized by Alcatel-Lucent Bell Labs. The consortium is spearheading an initiative to “innovate and create technologies that will allow networks to achieve an increase in energy efficiency by a factor of 1000.”¹²³ The mission of GreenTouch is to transform “communications and data networks, including the Internet, and significantly reducing the carbon footprint of ICT devices, platforms and networks.”¹²⁴
- Sprint and Neptune Technologies are working on advanced water meters. Sprint’s technology allows the meters to support remote data collection and improve meter

¹¹⁹ *TCO₂ Minimizing Carbon Intensity in Telecom Networks Using TCO Techniques*, Ericsson White Paper (Feb. 2010), available at http://www.ericsson.com/res/docs/whitepapers/TCO2_0211high.pdf.

¹²⁰ *Nokia Siemens Networks NetAct™ Service Quality Manager as a Power Saving Solution*, Nokia Siemens Networks, available at <http://www.nokiasiemensnetworks.com/about-us/corporate-responsibility/environment/recommended-solutions/netact-sqm-solution-for-energy-c>.

¹²¹ *Carbon cuts through enhanced technology*, Nokia Siemens Networks Climate Savers, available at http://www.nokiasiemensnetworks.com/sites/default/files/WWF_Climate_Savers.pdf.

¹²² *Id.*

¹²³ *See, e.g.*, GreenTouch, <http://www.greentouch.org/index.php?page=about-us> (last visited Nov. 21, 2011).

¹²⁴ *Id.*

reading accuracy. The technology also allows a utility to collect consumption and diagnostic data without having to deploy an employee.¹²⁵

- Verizon is currently working to deploy a cloud-based smart grid management system. The program will use Verizon's data centers and network to deliver a "cloud-like on-demand service."¹²⁶
- Recognizing the significant role that wireless can play, energy companies, like Duke Energy, are devoting significant resources to integrating wireless and the smart grid.¹²⁷
- With the dropping price of cellular as an option for smart grid management, companies like Qualcomm believe that cellular networks could provide a solution for energy companies going forward.¹²⁸
- Google is developing a light bulb that would function with a user's Android device. When the user enters the room with their Android device the bulb would turn on, and when a user exits the room the bulb would dim.¹²⁹

d. Additional Business Solutions

- The AirLink PinPoint XT is an intelligent, cost effective vehicle tracking and asset location platform, ideally suited for a broad range of Mobile Resource Management (MRM), fleet management, real-time dispatch, and AVL applications.¹³⁰

¹²⁵ Press Release, Sprint, *Sprint Teams with Neptune on Advanced Water Meters* (Sept. 26, 2011) available at http://newsroom.sprint.com/article_display.cfm?article_id=2049&view_id=5608.

¹²⁶ Katie Fehrenbacher, *Verizon Brings the Smart Grid to the Cloud*, GigaOm (Feb. 2, 2011), available at <http://gigaom.com/cleantech/verizon-brings-the-smart-grid-to-the-cloud/>.

¹²⁷ See *Developing the Communications Platform to Enable a More Intelligent Electric Grid*, Duke Energy (Feb. 1, 2011), available at, <http://www.duke-energy.com/pdfs/OP-David-Masters-SmartGrid-Comm-Platform-02-01-11.pdf>.

¹²⁸ Katherine Tweed, *Qualcomm Pushes for Cellular in Smart Grid*, GreenTechGrid (Sept. 7, 2011), <http://www.greentechmedia.com/articles/read/qualcomm-pushes-for-cellular-in-smart-grid/>.

¹²⁹ Martin LaMonica, *Android Meets LED Bulbs in Google Smart-home Push*, CNET (May 10, 2011), http://news.cnet.com/8301-11128_3-20061566-54.html.

¹³⁰ See GetWireless, available at http://www.getwirelessllc.com/Airlink_Pinpoint-XT.cfm.

- Cimble provides wireless location data services, using products that are full M2M systems. Cimble enables fleet owners and managers to better manage information and control functions in real time – 24/7. Fleet information can be accessed from virtually anywhere via the Internet or phone. The Cimble solution protects assets, provides management, and dramatically reduces risk of loss.¹³¹
- The Wyless Intelligent Network applies the benefits of wireless data connectivity to fleet management, parking, traffic, and vehicle tracking.¹³²
- ORBCOMM is a provider of global satellite and cellular data communications solutions for asset tracking, management, and remote control.¹³³
- Oracle's PeopleSoft Mobile Inventory management program allows users to perform several common inventory transactions through handheld devices and radio frequency scanners. The program allows users to streamline planning, manufacturing, and fulfillment of product roll-outs.¹³⁴
- Motorola provides several wireless inventory management solutions for retailers. These products allow retailers to track their inventory through RFID tags and mobile computers.¹³⁵
- Major telecom carriers also offer businesses wireless solutions for fleet and asset management. For instance, AT&T offers their government customers a mobile asset management program that can be used to track and monitor fleet vehicles.¹³⁶

¹³¹ *Protecting and Managing Commercial and Fleet Vehicles*, Cimble, available at http://www.cimble.com/industry_solutions/commercial_vehicles_fleets.html.

¹³² *See Fleet and Asset Management*, Wyless, available at <http://www.wyless.com/index.php/industrysectors/fleet-and-asset-management>.

¹³³ *See ORBCOMM*, <http://www.orbcomm.com/about-us-company-overview.htm>.

¹³⁴ *PeopleSoft Mobile Inventory Management*, Oracle, <http://www.oracle.com/us/products/applications/peoplesoft-enterprise/scm/mobile-inventory-mgmt-193770.html>.

¹³⁵ *Inventory Management Solutions for Retail*, Motorola, <http://www.motorola.com/business/v/index.jsp?vnextoid=a83cfbbb75485110VgnVCM1000008406b00aRCRD>.

¹³⁶ *Mobile Assets Management*, AT&T, http://att.de/gov/solution/network_services/mobile_assets_management.html.

- Emerson Process Management offers utility operators wireless solutions to work around other barriers that utility plants might have. For instance, by using wireless technology their networks can overcome issues with remote locations, physical obstructions, and the high costs of integrating new communications technologies.¹³⁷
- Verizon recently launched a method for its enterprise customers to better deliver remote asset management applications, including monitoring, predictive maintenance, and remote remediation of a company's network assets. The platform, resulting from a joint partnership with ILS Technology, is called the deviceWISE M2M application platform.¹³⁸
- Honeywell recently released a wireless application that allows companies to monitor their systems that rotate. The application monitors effects like vibrations and allows a company to monitor for potential maintenance issues before they become a significant problem.¹³⁹
- SAP offers a mobile asset management work order system to boost field technician productivity. The system allows for notification, inventory, and partner management, in addition to monitoring work and service orders.¹⁴⁰

¹³⁷ *Emerson Smart Wireless*, Emerson Process Management, <http://www2.emersonprocess.com/en-US/plantweb/wireless/Pages/WirelessHomePage-Flash.aspx>.

¹³⁸ Stephanie Neil, *Verizon Adds Asset Management to M2M Wireless Network*, Managing Automation (March 23, 2011), http://www.managingautomation.com/maonline/exclusive/read/Verizon_Adds_Asset_Management_to_M2M_Wireless_Network_27756738.

¹³⁹ Stephanie Neil, *Honeywell's OneWireless Adds Ability to Monitor Rotating Assets*, Managing Automation (June 21, 2011), http://www.managingautomation.com/maonline/exclusive/read/Honeywell_s_OneWireless_Adds_Ability_to_Monitor_Rotating_Assets_27756942.

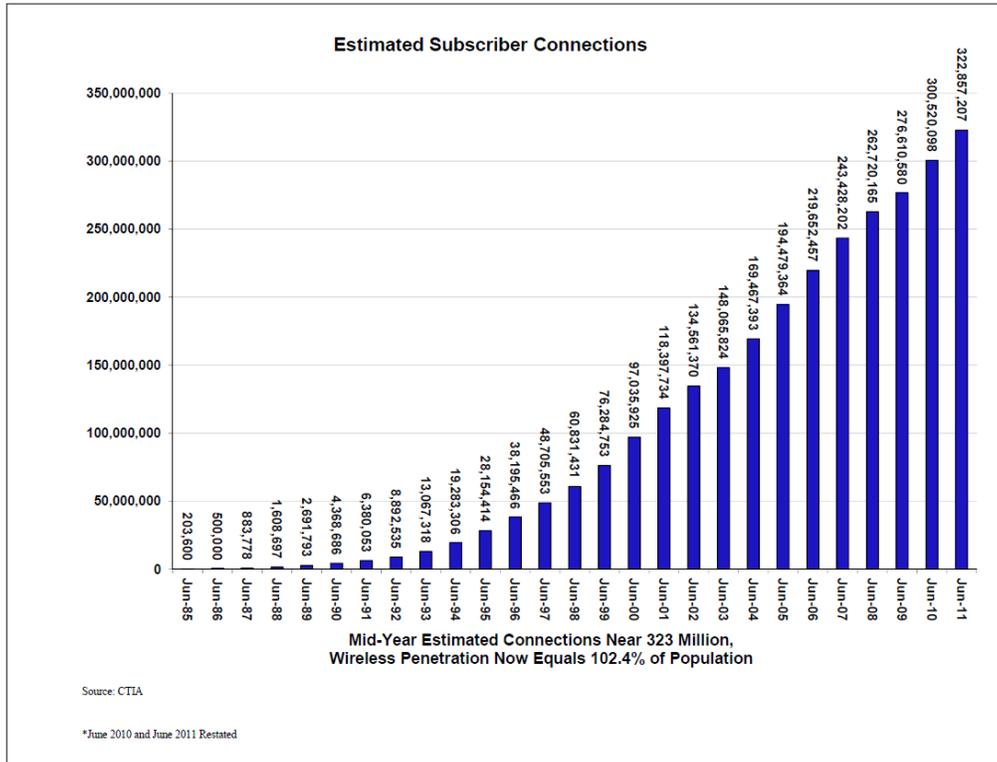
¹⁴⁰ Enterprise Mobility: SAP EAM Work Order, SAP, <http://www.sap.com/solutions/mobility/eam-mobile-app/index.epx> (last visited Nov. 21, 2011).

VIRTUOUS CYCLE – CONSUMER ADOPTION

WIRELESS CONSUMPTION

7. The Virtuous Cycle Results in Increased Consumption And Output.
 - a. Subscriber Connections

Consumers have benefitted greatly from competition and innovation in the wireless industry. The virtuous cycle has generated tremendous output and consumption of wireless services. Indeed, for the first time in 2011, the number of subscriber connections in the United States exceeded the population – meaning that consumers were using more than one wireless device. As of mid-year 2011, there were over 322 million subscriber connections, approximately 22 million more connections than the previous year, as demonstrated in the chart below.



8. Consumers Throughout The U.S. Continue To Utilize Wireless Services.

Americans across all demographics and incomes utilize wireless services. As a result, wireless subscribership continues to grow. As of year-end 2010, total active wireless subscriber connections equaled 99 percent of the U.S. population, an increase from 93.2 percent at the end of 2009. As stated above, mid-year 2011 saw the number pass 100 percent.

Table 1: Wireless Penetration Rate as Percentage of U.S. Population			
Year-End	U.S. Population Year-End	Total Wireless Population	Total Wireless Penetration
1991	259,109,574	7,557,148	2.9%
1992	262,525,465	11,032,753	4.2%
1993	265,833,501	16,009,461	6.0%
1994	269,022,837	24,134,421	9.0%
1995	272,181,546	33,785,661	12.4%
1996	275,402,178	44,042,992	16.0%
1997	278,659,738	55,312,293	19.8%
1998	281,877,901	69,209,321	24.6%
1999	285,013,107	86,047,003	30.2%
2000	287,897,516	109,478,031	38.0%
2001	290,691,697	128,374,512	44.2%
2002	293,339,549	140,766,842	48.0%
2003	295,984,212	158,721,981	53.6%
2004	298,715,303	182,140,362	61.0%
2005	301,499,873	207,896,198	69.0%
2006	304,425,857	233,040,781	76.6%
2007	307,330,930	255,395,599	83.1%
2008	310,056,458	270,333,881	87.2%
2009	312,217,696*	290,941,191*	93.2%*
2010	314,146,196*	310,996,629*	99.0%*

*Restated
Source: CTIA

Notably, as of the end of 2010, 29.7 percent of households in the U.S. had only a wireless phone compared to the end of 2005, when there were 8.4 percent wireless only households.¹⁴¹

¹⁴¹ *Id.*

9. Competition in the Wireless Marketplace Continues to Fuel Broadband Availability and Adoption By Consumers.

As wireless carriers expand and improve their networks, a growing number of consumers in the U.S. have access to and utilize broadband networks.

According to a recent study by Pew Internet, of the 83 percent of adults in the U.S. who own a cell phone, 42 percent of those adults own a smartphone. Thus, 35 percent of all adults in the U.S. own a smartphone.

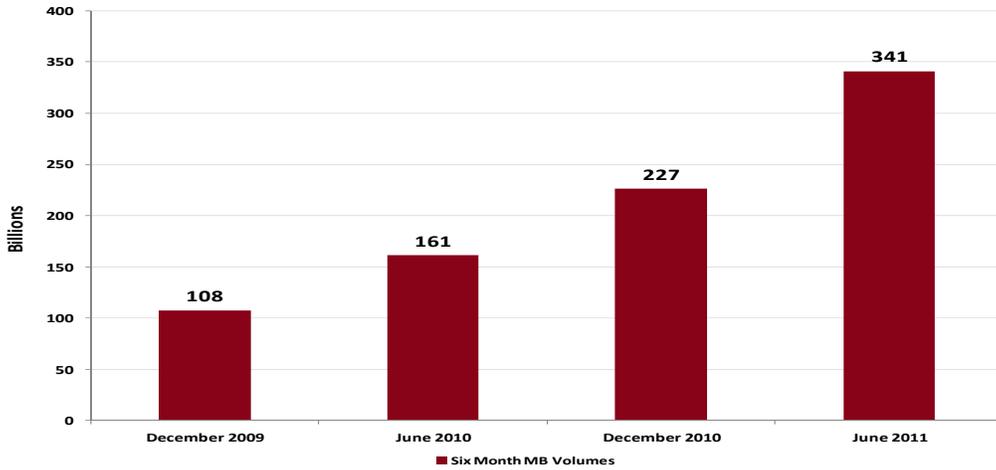
Adoption of broadband services is even greater among minority consumer groups in the U.S. Indeed, 44 percent of all African-Americans and Latinos are smartphone users.¹⁴² With increasing availability of broadband through wireless carrier roll-out of advanced networks, U.S. consumers across many demographics continue to adopt mobile broadband technology.

Consumption and output of wireless services continues to grow despite disproportionate taxes and fees imposed on wireless customers. While the average business tax is 7.4 percent, wireless consumers on average pay over 16.3 percent in taxes and fees. At least 47 states and the District of Columbia impose local, state, and federal taxes and fees on wireless goods and services higher than those on other taxable goods and services. Moreover, high wireless taxes place a great burden on Americans who can least afford it. CTIA is concerned that over time these taxes and fees will put downward pressure on consumption and output impacting the growth of wireless services negatively. CTIA supports legislation which would protect wireless consumers from new taxes and fees.

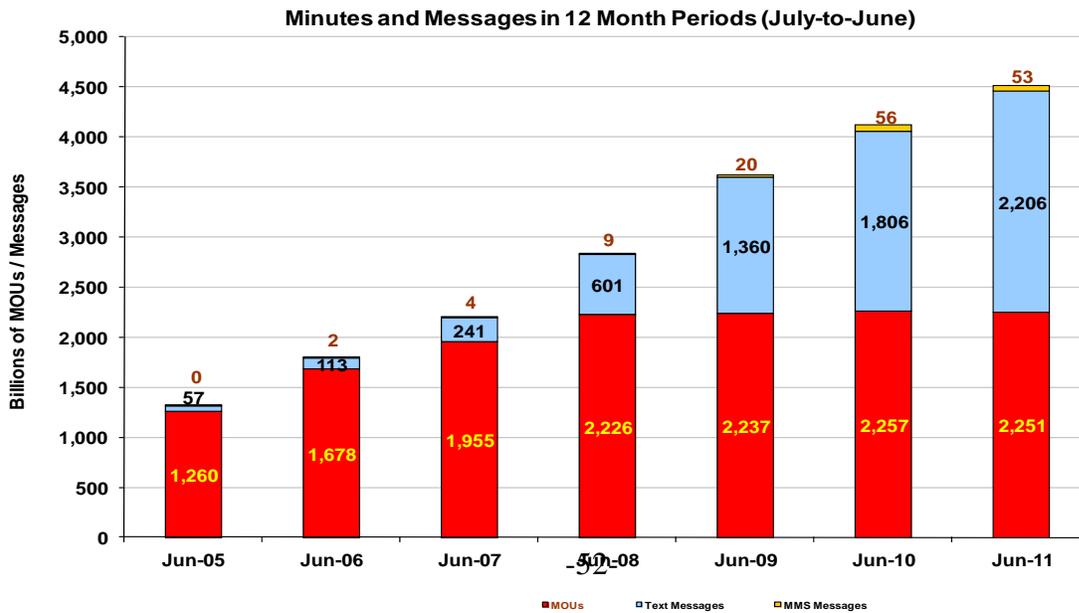
Wireless carriers in the U.S. currently transmit the equivalent of two times the entire Library of Congress book collective every hour of every day; that equated to 388 billion megabytes in all of 2010 and *more than 341 billion megabytes in just the first half of 2011*. The

¹⁴² Aaron Smith, *Smartphones*, Pew Internet (July 11, 2011), available at <http://pewinternet.org/Reports/2011/Smartphones.aspx>.

graph below shows the increase in six month megabyte volume, in billions, since 2009. Over the past two years, data volumes have more than tripled.



This explosion in data has been matched by an explosion in message usage.



CONSUMER-FRIENDLY SERVICE OFFERINGS

B. Service Offerings Continue to Evolve to Benefit Consumers.

1. Wireless Providers Continue To Develop New Innovative Calling Plans.

Competition has driven carriers to develop a variety of calling plans to satisfy diverse consumer needs, including contract and non-contract (pre-paid), large buckets of minutes and text messages, friends and family plans, free long distance plans, national and local plans, unlimited calling and data service options.

Examples of Mobile Wireless Plan Offerings	
Prepaid	Unlimited In-Network
Pay-as-you-Go	Unlimited Friends
Postpaid	Basic Data Plan (Bundle / per MB)
Free Nights & Weekends	Basic Data Plan (Unlimited)
Rollover Minutes	Smartphone Data Plan (Bundle / per MB)
Unlimited Push-to-Talk	Smartphone Data Plan (Unlimited)
Unlimited Voice	Family Plan: Unlimited Voice
Unlimited Text	Family Plan: Unlimited Voice + Text
Unlimited Voice + Text	Family Plan: Unlimited Voice + Text & Data (Bundle / per MB)
Unlimited Voice + Text + Push-to-Talk	Family Plan: Unlimited Voice + Text + Data

Source: CTIA Research

These varied calling plans and features demonstrate that the wireless industry actively and consistently accommodates consumers’ needs across all income and usage levels – all of which

is directly driven by constant competition in the ecosystem. Meanwhile, pricing has continued to drop due to the competitive forces in the wireless marketplace.

At the regional level, small providers are offering customers national roaming at competitive prices. Bluegrass Cellular has an unlimited home market and 600 minute national roaming pricing plan for \$49.99 per month.¹⁴³ Cellcom has a variety of plans, including an unlimited statewide calling plan for \$49.95 per month and an unlimited national calling plan for \$69.95 per month.¹⁴⁴ Competitive calling plans exist not only for the four largest providers but also from U.S. Cellular, Leap, MetroPCS, and others.¹⁴⁵ Vigorous price competition characterizes all providers. AT&T, for example, dropped its unlimited non-contract service pricing from \$60 per month to \$50 per month in 2011.¹⁴⁶ AT&T also adopted a new calling plan that allows for unlimited calls and texts to any mobile subscriber in the United States in 2011.¹⁴⁷

¹⁴³ See *Individual Plans*, Bluegrass Cellular, <https://store.bluegrasscellular.com/products/Individual.html>.

¹⁴⁴ See *Individual Plans*, Cellcom, <http://www.cellcom.com/plans.html?navtype=personal&service=calling&type=individual>.

¹⁴⁵ See *e.g., Plans*, U.S. Cellular, <http://www.uscellular.com/uscellular/plans/showPlans.jsp?type=plans&plan-selector-type=individual>; <http://www.mycricket.com/cell-phone-plans>; *Cell Phone Plans with No Contract*, MetroPCS, <http://www.metropcs.com/ZipCode.aspx?referringpage=%2fplans%2fdefault.aspx%3ftab%3dsmartphones&hash=awW1nqsFdjnvbr22bUsAPg%3d%3d>.

¹⁴⁶ See *AT&T intros \$50 unlimited GoPhone plan*, BGR, <http://www.bgr.com/2011/06/22/att-intros-50-unlimited-gophone-plan>.

¹⁴⁷ See *AT&T Messaging Unlimited Plans*, AT&T, <http://www.att.com/shop/wireless/plans/messaging-plans.jsp?fbid=o4QK6wtZo2a>.

Additionally, Sprint modified its data plans to deliver more data at lower prices at the end of 2011.¹⁴⁸

Providers of broadband services have developed innovative new pricing plans as well. Beginning on November 1, 2011, Clearwire, under its CLEAR brand, launched new pricing plans that offer consumers flexibility along with unlimited data usage. Clearwire no longer offers plans requiring annual contracts.¹⁴⁹ CLEAR customers now pay only for what they need (*e.g.*, for a couple hours, a day, a week, or a month).¹⁵⁰ Moreover, for new customers that sign up with a monthly rate plan, Clearwire now offers a 15-day, no-questions-asked, full money-back guarantee should the service not meet the customer's expectations.¹⁵¹

In addition, lower prices comprise just one facet of the wireless industry's performance in the past year. As described below, innovations in calling plans have continued throughout 2011 and have inured to the benefit of consumers.

a. Calling Plan Innovations

Driven by robust competition in the wireless ecosystem, wireless carriers have developed innovative calling plans:

¹⁴⁸ See Press Release, Sprint, Sprint Launches New 3G/4G Mobile Broadband Plans, Delivering More Data at a Lower Price Than Competitors (Nov. 14, 2011), *available at* http://newsroom.sprint.com/article_display.cfm?article_id=2105.

¹⁴⁹¹⁴⁹ See *Service Plans*, Clearwire, <http://www.clear.com/plans> (See Short Term Plans.).

¹⁵⁰ *Id.*

¹⁵¹ See *Return and Cancellation Policy*, Clear, <http://www.clear.com/legal/returnandcancellation>.

- **AT&T** announced new global messaging packages. These packages allow international travelers to send text, picture, video, and instant messaging from more than 100 countries for one monthly rate.¹⁵² For customers with a qualifying voice plan and a subscription to an unlimited messaging plan, AT&T introduced unlimited calling to any mobile number.¹⁵³
- **Boost Mobile** announced that, for a limited time, unlimited calling to all of Mexico may be added to a monthly unlimited plan for as little as \$5 a month.¹⁵⁴
- **Leap** introduced Muve Music, a new wireless rate plan that includes unlimited music downloads.¹⁵⁵
- **MetroPCS** announced a new 4G LTE no annual contract service plan. The \$40 per month plan includes unlimited talk, text, and 4G Web browsing with unlimited YouTube access.¹⁵⁶
- **T-Mobile** introduced new Value Plans. These plans feature flexible pricing for unlimited data. Options are available at a range of price points for talk, unlimited text and unlimited

¹⁵² Press Release, AT&T, *International Travelers Take Off With New Messaging Packages Delivering More Value, More Choice* (Sept. 20, 2011), available at <http://www.att.com/gen/press-room?pid=21198&cdvn=news&newsarticleid=32828&mapcode=wireless-networks-general|international>.

¹⁵³ Press Release, AT&T, *AT&T Introduces Unlimited Calling to Any Mobile Number* (Feb. 9, 2011), available at <http://www.att.com/gen/press-room?pid=19039&cdvn=news&newsarticleid=31589&mapcode=wireless-networks-general|consumer>.

¹⁵⁴ Press Release, Boost Mobile, *Arriba! Boost Mobile Now Offers Unlimited Calling to All of Mexico for Only \$5 a Month* (July 7, 2011), available at <http://www.easyir.com/easyir/prssrel.do?easyirid=0B08836AE3C8B24E&version=live&prid=775217>.

¹⁵⁵ Press Release, Leap Wireless, *Cricket Debuts Muve Music Service at 2011 International CES* (Jan. 3, 2011), available at <http://leapwireless.mediaroom.com/index.php?s=13383&item=33929>.

¹⁵⁶ Press Release, MetroPCS, *MetroPCS' New 4G LTE Plans Offer Unprecedented Value and Choice with Prices Starting at Just \$40* (Jan. 3, 2011), available at <http://www.metropcs.com/presscenter/newsreleasedetails.aspx?id=1>.

data with 2 GB, 5 GB or 10 GB of high speed data. Under these plans, there is no data overage charge.¹⁵⁷

- **Verizon Wireless** announced a new plan giving customers 75 MB of data use to browse the Web, participate in social networking, download games and apps, and access several of Verizon Wireless' most popular applications for only \$10 per month.¹⁵⁸

The proliferation of innovative wireless calling plans greatly benefits U.S. consumers. Not only do consumers enjoy lower wireless prices, they also have greater access to innovative carrier services.



2. The Wireless Ecosystem Provides Numerous Sources Of Information For Consumer Education.

Consumers are presented with abundant wireless information sources because of competition in the wireless ecosystem. To enable consumers to evaluate their options and determine which providers, plans and devices best meet their needs, consumers need readily available sources of information. To meet this need, a multitude of resources has been developed to help consumers learn about their options, including publicly available information

¹⁵⁷ Press Release, T-Mobile, *T-Mobile Unveils Affordable and Worry-Free Unlimited Data Plans* (July 20, 2011), available at <http://newsroom.t-mobile.com/articles/t-mobile-unveils-unlimited-data-plans>.

¹⁵⁸ Press Release, Verizon Wireless, *Verizon Wireless Bundles Data Allowance With Popular Applications In New Value Pack Offer For Basic Phones* (June 1, 2011), available at <http://news.verizonwireless.com/news/2011/06/pr2011-05-31.html>.

about wireless providers' operations, plans, and handset options. In particular, there are a number of resources on the Internet to assist consumers in their wireless choices.

a. Network Coverage

Consumers may access wireless carriers' websites for information relating to network coverage. Numerous national and regional carrier websites now make coverage maps available to consumers who want to determine both the general coverage area and relative coverage quality of the network. Some websites even offer the capability to evaluate coverage at the neighborhood or street level.¹⁵⁹ For example, regional carrier Cincinnati Bell's "Wireless Coverage" tool allows consumers to enter a street address and generate a map that displays 4G Coverage, 3G Coverage, Local Service Area 2G Best and 2G Coverage as well as National Service Area 2G Coverage.¹⁶⁰ Wireless carriers have an expanded ability to provide this information to consumers and are capitalizing on this ability to do so. For instance, wireless

¹⁵⁹ See, e.g., *AT&T Coverage Viewer*, AT&T, <http://www.wireless.att.com/coverageviewer/#?type=voice> (last visited Nov. 22, 2011); *Coverage Locator*, Verizon Wireless, <http://www.verizonwireless.com/b2c/CoverageLocatorController?requesttype=NEWREQUEST&zip=20001&city=Washington&state=DC> (last visited Nov. 22, 2011); Sprint, *Coverage Check*, <http://coverage.sprint.com/IMPACT.jsp> (last visited Nov. 22, 2011); *Personal Coverage Check*, T-Mobile, <http://www.t-mobile.com/coverage/pcc.aspx> (last visited Nov. 22, 2011); *Coverage Map*, Alaska Communications, <http://www.alaskacommunications.com/Personal/Wireless/Coverage-Map.aspx> (last visited Nov. 22, 2011); *Wireless Coverage*, Cincinnati Bell, <http://www.cincinnati-bell.com/wireless/coverage> (last visited Nov. 22, 2011); *Coverage Maps*, Bluegrass Cellular, http://www.bluegrasscellular.com/index.php/plans_features/our_network/maps (last visited Nov. 11, 2011).

¹⁶⁰ See *Wireless Coverage*, Cincinnati Bell, <http://www.cincinnati-bell.com/wireless/coverage>.

providers ranging from Fortune 500 companies to small, rural businesses use American Roamer as a source for mobile mapping information.¹⁶¹

b. Wireless Provider Websites and Independent Sources

Using provider and manufacturer websites as well as independent resources, consumers are able to compare wireless options online. Wireless providers' websites provide unique informational pages for individual plans, family plans, data plans and pre-paid plans.¹⁶² Independent sources such as Phone Scoop,¹⁶³ Consumer Reports,¹⁶⁴ Root Coverage, a partnership between CNET and Root Wireless offering granular coverage maps,¹⁶⁵ and BillShrink¹⁶⁶ offer reviews and guidance to consumers. Best Buy features a wealth of independent information updated monthly for various devices and service plans.¹⁶⁷

¹⁶¹ *Our Company*, American Roamer, <http://www.americanroamer.com/our-company>.

¹⁶² *See, e.g., Plans and Features*, Bluegrass Cellular, <http://store.bluegrasscellular.com/categories/Plans-%26-Features>; *Plans*, Sprint, http://shop.sprint.com/mysprint/zipcode_intercept.jsp;jsessionid=D193FC9037981E88260B6FD97F2D5847.shop28?redirectURL=http%3A%2F%2Fshop.sprint.com%2Fmysprint%2Fshop%2Fplan%2Fplan_wall.jsp%3FINTNAV%3DATG%3AHE%3APlans&_requestid=18301.

¹⁶³ *Reviews*, Phone Scoop, <http://www.phonescoop.com>.

¹⁶⁴ *Cell Phones and Services and Cell Phone Ratings*, Consumer Reports, <http://www.consumerreports.org/cro/electronics-computers/phones-mobile-devices/cell-phones-services/index.htm>.

¹⁶⁵ *Root Wireless*, CNET Reviews, <http://reviews.cnet.com/cell-phone-coverage-map/?tag=mncol;txt> (last visited Nov. 23, 2011).

¹⁶⁶ *BillShrink*, https://www.billshrink.com/?_v_cclcs=2&noCache=true&tv=true&_v_tlcs=1&_v_alt=1&_v_wlcs=2.

¹⁶⁷ A copy of the most recent Best Buy mobile handset catalog has been attached at Attachments A and C.

MyRatePlan¹⁶⁸ and Mountain Wireless¹⁶⁹ offer comparison functions across carriers, as well as reviews of a variety of functions and aspects of wireless service. JD Power publishes data regularly on service quality and customer satisfaction across a number of elements including customer service, call quality and handsets.¹⁷⁰ The unprecedented availability of information enables consumers to compare wireless carrier plans, coverage, and devices and make informed choices as to the plan, services and devices that will meet their specific wireless needs.

3. Competition Drives Wireless Providers To Adopt Consumer Friendly Practices.

a. Voluntary Free Usage Notifications

Competition in the wireless ecosystem drives wireless carriers to provide consumer friendly features and policies. Numerous wireless carriers recently committed to send free alerts to help consumers avoid unexpected overage charges.¹⁷¹ CTIA developed the “Wireless Consumer Notification Guidelines,” under which participating wireless carriers will provide consumers with free alerts before and after they reach monthly voice, data and text limits.¹⁷² Unless they opt out, all subscribers will be included in this new free alerts program.¹⁷³

¹⁶⁸ MyRatePlan.com, <http://www.myrateplan.com/wireless>.

¹⁶⁹ Mountain Wireless, <http://www.mountainwireless.com>.

¹⁷⁰ JDPower.com, <http://www.jdpower.com/telecom>.

¹⁷¹ Press Release, CTIA – The Wireless Association®, *CTIA-The Wireless Association®, Federal Communications Commission and Consumers Union Announce Free Alerts to Help Consumers Avoid Unexpected Overage Charges* (Oct. 17, 2011), available at <http://www.ctia.org/media/press/body.cfm/prid/2137>.

¹⁷² *Id.*

¹⁷³ *Id.*

b. Wireless Consumer Checklist

Additionally, wireless carriers partnered with CTIA to provide guidance to consumers making wireless service choices. CTIA launched the “Wireless Consumer Checklist” Initiative to assist consumers in choosing service plans and devices. The initiative developed two free guides, available from CTIA and numerous carriers, which provide consumers with questions to ask customer representatives when choosing among wireless service options.¹⁷⁴

c. Wireless Emergency Alerts

Further, carriers are on track to deliver upon “Wireless Emergency Alerts” in particular markets well ahead of schedule.¹⁷⁵ Wireless Emergency Alerts is a new national public safety system which alerts customers of safety threats within their geographic area via text message on CMS-enabled mobile devices.¹⁷⁶ Sprint announced recently that it is the first carrier in the U.S. to launch Wireless Emergency Alerts on its network.¹⁷⁷ AT&T, T-Mobile and Verizon Wireless also plan to launch the system in New York City by the end of 2011 and expand to new markets during 2012.

¹⁷⁴ Press Release, CTIA – The Wireless Association®, *CTIA-The Wireless Association® Announces “Wireless Consumer Checklist” Initiative* (Apr. 5, 2011), <http://www.ctia.org/media/press/body.cfm/prid/2067>. See also *CTIA Consumer Info* available at http://www.ctia.org/consumer_info/service/index.cfm/AID/10351.

¹⁷⁵ Press Release, CTIA – The Wireless Association®, *CTIA-The Wireless Association® Statement on Today’s Wireless Emergency Alerts Announcement* (May 10, 2011), available at <http://www.ctia.org/media/press/body.cfm/prid/2078>.

¹⁷⁶ *What is Wireless Emergency Alerts or CMAA (Commercial mobile Alert System)?* AT&T, <http://www.att.com/esupport/article.jsp?sid=KB409413#fbid=6mylVHC5U0s>.

¹⁷⁷ Press Release, Sprint, *Sprint Becomes First U.S. Carrier to Launch Wireless Emergency Alerts on its Mobile Network* (Nov. 15, 2011), available at http://newsroom.sprint.com/article_display.cfm?article_id=2107.

d. Mobile Application Rating System

In light of growing consumer demand for applications, CTIA announced its new “Mobile Application Rating System” with the Entertainment Software Rating Board. The system will provide consumers and parents with “reliable information about the age-appropriateness of applications.”¹⁷⁸ AT&T, Microsoft, Sprint, T-Mobile USA, U.S. Cellular and Verizon Wireless are founding storefronts of the new rating system.¹⁷⁹ Wireless carriers’ development of consumer friendly practices and policies creates considerable consumer benefit and reflects an ongoing response to competitive pressures in the wireless ecosystem. Most importantly, the vast majority of these programs were established within the wireless industry without any need for government regulation or mandates.

FOREIGN COMPARISON

C. International Comparisons – The U.S. Wireless Marketplace Leads The World In Efficiency, Competition, And Value For Consumers.

1. U.S. Wireless Carriers Make The Most Efficient Use of Spectrum.

The U.S. wireless industry continues to make incredibly efficient use of spectrum in its provision of wireless services. As shown in Attachment B, CTIA’s “International Wireless Flag Chart” shows that, as of mid-year 2011, wireless carriers in the U.S. served over 788,000

¹⁷⁸ Press Release, CTIA, *CTIA—The Wireless Association® and ESRB Announce Mobile Application Rating System* (Nov. 29, 2011), available at <http://www.ctia.org/media/press/body.cfm/prid/2147>.

¹⁷⁹ *Id.*

subscribers per MHz of allocated spectrum.¹⁸⁰ Wireless carriers in Japan, Germany, the U.K. France, Italy, Canada, Spain, South Korea, and Mexico all drastically trailed the U.S., the closest being Mexico with over 365,000 subscribers and Japan with over 351,000 subscribers served per MHz.¹⁸¹

Despite this efficient utilization, the U.S. continues to trail other countries in the amount of spectrum allocated for commercial use. The U.S. has allocated 409.5 MHz of spectrum for commercial wireless use. Numerous other countries have allocated much greater amounts of spectrum for commercial use – Germany with 615 MHz and Spain with 625 MHz. Further, many countries have large amounts of potentially usable spectrum in the pipeline including Japan with 400 MHz and the U.K. with 310 MHz. The U.S. dramatically trails these countries with only 50 MHz of potentially useable spectrum available in the pipeline.

2. Value – Foreign Comparison.

As a result of competition in the wireless ecosystem, consumers in the U.S. are among the highest users of wireless services, but pay some of the lowest prices for voice and data services in the world.¹⁸² Notably, wireless carriers in the U.S. garner the lowest revenue per minute of OECD countries. Indeed, the average revenue per minute for U.S. wireless carriers is nearly 70 percent lower than the averages of the other OECD countries as well as the average

¹⁸⁰ See Appendix B(“Flag Chart”), *infra*.

¹⁸¹ *Id.*

¹⁸² See, e.g., *Total Consumer Spend on Wireless Services has Declined in the U.S., but Usage is Up. What’s Going On?*, Mobile Future (Aug. 24, 2011), available at http://www.mobilefuture.org/blog/category/consumer_benefits/P20.

European country.¹⁸³ At the end of 2010, the average revenue per minute in the U.S. was \$0.04. Across Europe's developed countries, the average revenue per minute was \$0.13.

As a result, the average wireless consumer in Europe used just 172 minutes a month compared to 793 minutes a month for the average wireless consumer in the U.S. at year-end 2010.¹⁸⁴ Moreover, the average monthly minutes of use ("MOUs") in the U.S. continues to rank first among the OECD countries monitored. The U.S. had the most MOUs at nearly 2.24 trillion in 2010 which is 6.1 billion MOUs per day.¹⁸⁵ Not only is this the highest MOUs per month per user, it is also the lowest average revenue per minute of service in the OECD countries tracked by Bank of America Merrill Lynch.¹⁸⁶

¹⁸³ Glen Campbell, *Global Wireless Matrix 3Q11: Look Beyond the Macro Storm*, Bank of America Merrill Lynch (Sept. 28, 2011), at Tables 1-2.

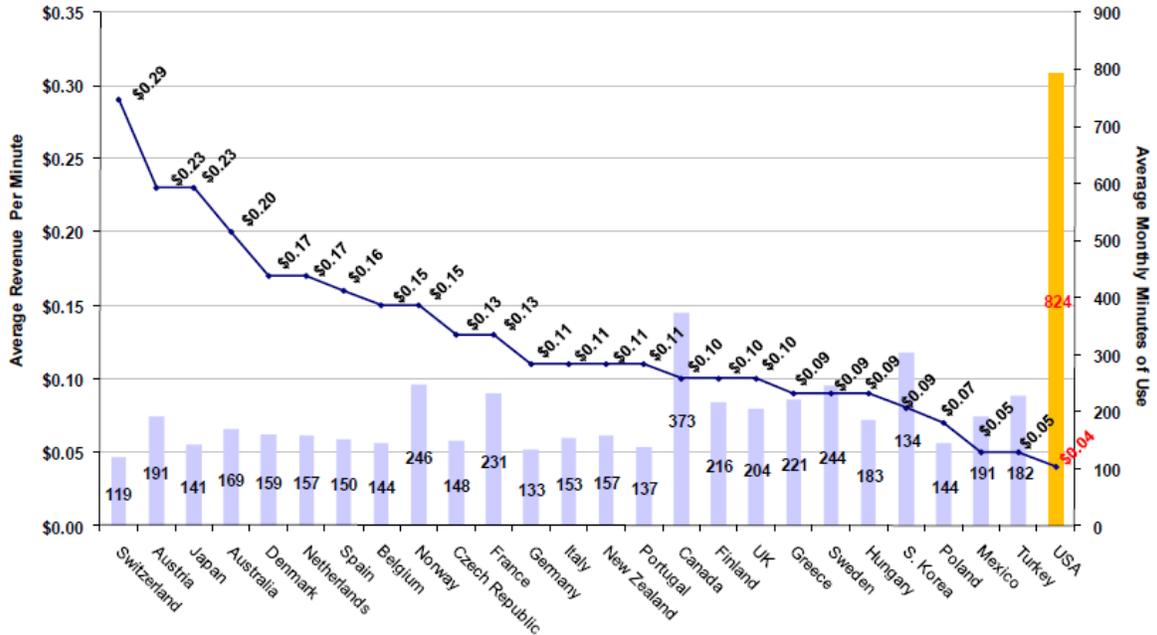
¹⁸⁴ Glenn Campbell, *Global Wireless Matrix 1Q11: Recovery Is Done; Smartphone Surge Continues*, Bank of America Merrill Lynch (Apr. 28, 2011), p. 14.

¹⁸⁵ *CTIA Semi-Annual Report 2010* at 208.

¹⁸⁶ *Global Wireless Matrix 1Q11* at Tables 1-2.

U.S. vs. World: Value

The U.S. Offers You the Most for Your Money
(Average Revenue per Voice Minute v. Average Monthly MOUs, YE2010)



Source: Bank of America Merrill Lynch Research, April 2011

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3. Population – Foreign Comparison.

Despite serving a minority of the world’s population and wireless subscribers, wireless carriers in the U.S. provide a large share of the world’s broadband services. The total U.S. population is less than 5 percent of the world’s total population and the total U.S. subscribership to wireless services comprises less than 6 percent of the total wireless subscribers.¹⁸⁷ Yet, the U.S. is home to more than 20 percent of global 3G and 4G subscribers and approximately 63

¹⁸⁷ See *International Programs*, U.S. Census Bureau, <http://www.census.gov/population/international> (last visited Nov. 30, 2011); *World Cellular Information Service*, Informa Telecoms & Media Group (2011).

percent of global LTE subscribers.¹⁸⁸ U.S. wireless carriers continue to provide considerable benefits to U.S. consumers especially when compared to international providers.

III. TO ENSURE CONTINUED ROBUST COMPETITION, THE COMMISSION MUST PROVIDE ADDITIONAL SPECTRUM FOR MOBILE BROADBAND.

A. The Looming Spectrum Crunch Endangers Wireless Providers' Ability To Expand Services To The Public.

1. The Federal Government Has Recognized The Licensed Spectrum Shortage Facing U.S. Wireless Providers.

All estimates clearly demonstrate that the U.S. is facing an imminent shortage of usable licensed mobile spectrum. Such a shortage will impede wireless providers' ability to expand mobile broadband services nationwide and meet the growing public demand for mobile broadband services. On March 16, 2010, Chairman Genachowski submitted the National Broadband Plan to Congress. In this Plan, the FCC found that 500 MHz of spectrum should be made available over the next 10 years to "meet growing demand for wireless broadband services, and to ensure that America keeps pace with the global wireless revolution."¹⁸⁹ Subsequently, on June 28, 2010, President Obama concluded in a Presidential Memorandum that "America's future competitiveness and global technology leadership depend, in part, upon the availability of additional spectrum. ... In order to achieve mobile wireless broadband's full potential, we need an environment where innovation thrives.... This new era in global technology leadership will only happen if there is adequate spectrum available to support the forthcoming myriad of

¹⁸⁸ *World Cellular Information Service*, Informa Telecoms & Media Group (2011).

¹⁸⁹ Federal Communications Commission, *Connecting America: The National Broadband Plan ("National Broadband Plan")* (2010) at 84, *available at* <http://download.broadband.gov/plan/national-broadband-plan.pdf>.

wireless devices, networks, and applications that can drive the new economy.”¹⁹⁰ Therefore, President Obama directed the National Telecommunications and Information Administration (“NTIA”) with the FCC to make 500 MHz of spectrum available over the next 10 years for mobile and fixed broadband use.¹⁹¹ In October 2010, the NTIA stated that making 500MHz of additional spectrum available “will improve America's competitiveness, create jobs and help maintain America's leadership role in technological innovation.”¹⁹²

If such spectrum is not made available in the near-term, the FCC predicts that mobile data demand will likely exceed capacity under current spectrum availability. Indeed, the Commission predicts that by 2014 there will be a broadband spectrum deficit close to 300 MHz.¹⁹³ The FCC has determined that if additional spectrum *is* made available to meet demand, significant economic value will be created.¹⁹⁴

¹⁹⁰ The White House, Presidential Memorandum: Unleashing the Wireless Broadband Revolution (June 28, 2010) (“Presidential Memorandum”), *available at* <http://www.whitehouse.gov/the-press-office/presidential-memorandum-unleashing-wireless-broadband-revolution>.

¹⁹¹ *Id.*

¹⁹² Gary Locke and Lawrence E. Strickling, *Plan and Timetable to Make Available 500 Megahertz of Spectrum for Wireless Broadband*, Department of Commerce (Oct. 29, 2010), p. i, *available at* http://www.ntia.doc.gov/files/ntia/publications/tenyearplan_11152010.pdf.

¹⁹³ OBI Technical Paper Series, *Mobile Broadband: The Benefits of Additional Spectrum* (Oct. 2010), *available at* http://transition.fcc.gov/Daily_Releases/Daily_Business/2010/db1021/DOC-302324A1.pdf.

¹⁹⁴ *Id.*

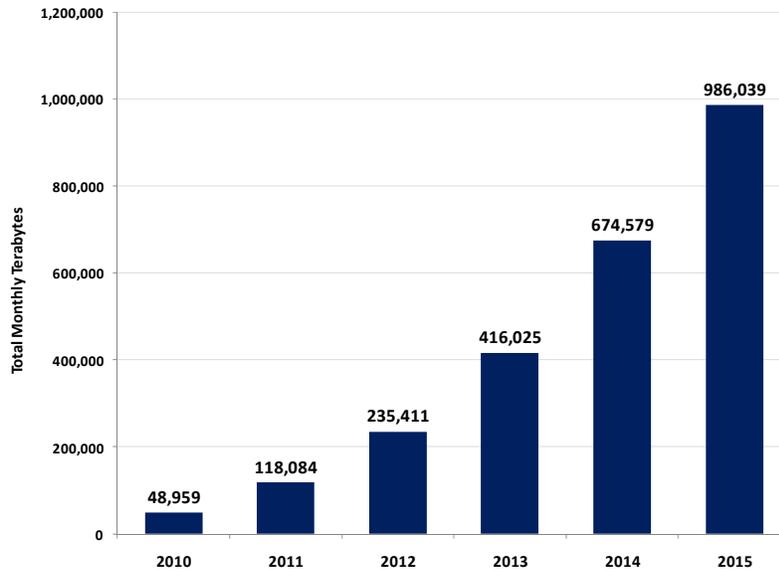
2. Despite Best Efforts By The Wireless Industry To Deploy New Technology And Infrastructure, There Still Is An Expanding Need For New Spectrum.

Despite a spectrum shortage looming in the near-future, the demand for mobile broadband services undoubtedly will continue to grow over the next few years. In 2010, global mobile data traffic nearly tripled for the third year in a row.¹⁹⁵ Cisco, in its “Visual Networking Index: Global Mobile Data Traffic Forecast,” estimates that mobile data traffic in 2011 will grow 131 percent and that over the next five years demand for mobile data will continue to grow rapidly.¹⁹⁶

¹⁹⁵ *Cisco Visual Networking Index: Global Mobile Data Traffic Forecast Update, 2010–2015*, Cisco (Feb. 1, 2011), available at http://www.cisco.com/en/US/solutions/collateral/ns341/ns525/ns537/ns705/ns827/white_paper_c11-520862.html.

¹⁹⁶ *Id.*

North American Mobile Data Traffic Will Grow 20 Times from 2010 to 2015



Source: Cisco Systems Visual Networking Index, 2011

It is necessary that advanced networks be deployed to cope with consumption of mobile data by consumers. The expansion of advanced networks depends upon the availability of spectrum in conjunction with the deployment of new, more spectrally efficient technologies. The wireless industry has an unparalleled track record of rapidly deploying technology that makes more effective and efficient use of the spectrum. However, technology alone will not resolve the critical need for more spectrum for bandwidth-intensive data that consumers are demanding.

Wireless providers are implementing new, more spectrally efficient technologies in response to the demand for increased wireless mobile broadband and the looming shortage of available spectrum. As highlighted above, many wireless carriers have begun to upgrade networks and deploy advanced networks such as LTE, WiMAX and HSPA+ which provide users with higher speeds and lower latency. Additionally, providers are utilizing “small cell”

technologies including heterogeneous networks (“het-nets”), femtocells, distributed antenna systems (“DAS”), and Wi-Fi offloading to improve network coverage and increase capacity for voice and data traffic. Femtocells are used to expand coverage at the fringe of a network in localized areas such as homes and other buildings. Providers use DAS to increase network capacity in localized areas and Wi-Fi technology to offload traffic in user dense locations.

Additionally, innovative manufacturers continue to develop efficient mobile technology. For example, Alcatel Lucent developed the lightRadio™ wireless network offering spectral and economic efficiency by providing coverage in any location and reducing the total cost of ownership of networks through footprint reduction.¹⁹⁷ All of these innovative technologies are being deployed or investigated by the wireless industry – however, even with their widespread use, there still is a need for additional spectrum.

3. CTIA Has Consistently Supported The Need For Additional Spectrum.

CTIA believes that the most critical issue facing the wireless industry is the lack of near-term access to additional licensed spectrum.¹⁹⁸ In its White Paper with the Consumer Electronics Association, CTIA supported the National Broadband Plan and its proposal to reallocate spectrum from broadcast television services for mobile broadband services.¹⁹⁹ It is estimated that an auction of 120 MHz of reclaimed spectrum could generate \$33 billion for the

¹⁹⁷ *LightRadio: Game Changing Mobile Technology*, Alcatel Lucent (2011).

¹⁹⁸ CTIA—The Wireless Association and Consumer Electronics Association, *Broadcast Spectrum Incentive Auctions White Paper* (Feb. 15, 2011), available at <http://blog.ctia.org/2011/02/15/ctia-and-cea-study-finds-broadcast-incentive-auction-will-net-u-s-treasury-more-than-33-billion>.

¹⁹⁹ *Id.*

U.S. Treasury.²⁰⁰ CTIA supports voluntary spectrum auctions as one way of making additional spectrum available. CTIA also strongly supports other efforts to identify and allocate more spectrum to accommodate the growing demand for mobile broadband services. These efforts include the reallocation of Federal government spectrum as well as the exploration of other possibilities for additional spectrum for wireless broadband. It is essential to the virtuous cycle that additional spectrum be made available if cycle is to continue to create innovative devices, unique content and applications and valuable consumer benefits. Spectrum is the fuel for the virtuous cycle and the looming spectrum shortage must be addressed if wireless carriers are to continue to expand the availability of mobile broadband services across the U.S.

IV. THE FCC SHOULD REACH THE CONCLUSION THAT THE MOBILE MARKET IS SUBJECT TO EFFECTIVE COMPETITION.

A. The Core CMRS Market Is Effectively Competitive.

While the Commission continues its expanded scope of analysis to “in-depth analyses of ‘upstream’ and ‘downstream’ market segments,”²⁰¹ that does not preclude a finding similar to countless other reports that the core market Congress identified can be characterized as effectively competitive. By all relevant indices, the core CMRS market appears no less vibrant – and arguably even more competitive – than it did in the *Thirteenth Competition Report*. On that basis, the FCC should at least be able to conclude that the core CMRS market is effectively competitive.

²⁰⁰ *Id.*

²⁰¹ In the Matter of Implementation of Section 6002(b) of the Omnibus Budget Reconciliation Act of 1993, Annual Report and Analysis of Competitive Market Conditions With Respect to Mobile Wireless, Including Commercial Mobile Services, WT Docket No. 09-66, *Report*, FCC 10-81, p. 5, ¶ 2 (2010).

As discussed in Section II, the market indicators for 2010 demonstrate even more robust competition and growth, and the *Sixteenth Report* should reinstate the finding that the core CMRS market is robust and subject to effective competition. The U.S. market continues to maintain the lowest market concentration and Herfindahl-Hirschman Index (“HHI”) among 28 member countries of the Organisation for Economic Co-operation and Development (“OECD”).

Country	HHI Index – June 2011
Australia	0.3491
Austria	0.3098
Belgium	0.3230
Canada	0.2978*
Chile	0.3509
Czech Republic	0.3476
Denmark	0.3098
Finland	0.3464
France	0.3777**
Germany	0.2709
Greece	0.3780
Hungary	0.3611
Israel	0.3099
Italy	0.2883
Japan	0.3515
Korea	0.3880
Mexico	0.5446
Netherlands	0.3737
New Zealand	0.4039
Norway	0.3854
Poland	0.2714
Portugal	0.3585
Spain	0.3206
Sweden	0.3255
Switzerland	0.4602
Turkey	0.3975
UK	0.2895**
USA	0.2403**

Sources: Bank of America Merrill Lynch Global Wireless Matrix 3Q2011, CTIA Research, Canadian Wireless Telecommunications Association
 *Canadian Wireless Telecommunications Association
 **CTIA Research

Bank of America Merrill Lynch performed HHI calculations in the wireless industry and compared the U.S. to 27 other OECD countries.²⁰² In its study, Bank of America Merrill Lynch continued to count two U.K.-based companies whose operations were merged as separate. As a result, the study data incorrectly indicates that the U.S. market is more concentrated than the U.K. market. However, even under this flawed analysis, the U.S. is still less concentrated than the rest of the 26 countries analyzed. In actuality, the U.S. continues to maintain the lowest market concentration of all OECD countries. As this and other key indicators demonstrate, the core U.S. wireless market is subject to robust competition.

V. CONCLUSION

Despite the Commission's decision in the *Fifteenth Report*, the U.S. wireless marketplace has been, and remains, robustly competitive. It is clear, based upon wireless carrier investment and build-out, the growth of mobile broadband, calling plan innovations, the development of consumer friendly practices and information sources, device innovations, application development, and consumer use and adoption, that the virtuous cycle continues to be defined by competition and continues to create considerable benefits for consumers. As a result of this virtuous cycle, the U.S. remains a world leader in wireless efficiency, competition, and value for consumers. There is every basis for the *Sixteenth Report* to find effective competition in the U.S. wireless market, and CTIA hopes that the information provided in these comments will assist the Commission in preparing a more accurate and data-driven *Sixteenth Report*.

²⁰² See Glen Campbell et al, *Global Wireless Matrix 3Q11: Look beyond the macro storm*, Bank of America Merrill Lynch (Sept. 28, 2011) (reporting mid-year 2011 data).

Respectfully submitted,

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ATTACHMENT A

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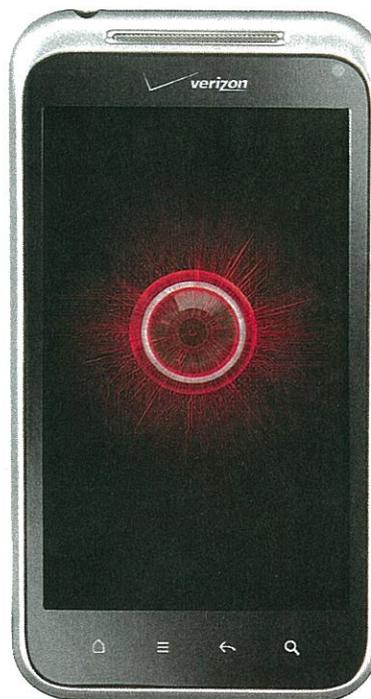
Look inside for their newest smartphones

Page 10

Celebrity Smartphone Spotlight

with Mary J. Blige

Page 20



DROID INCREDIBLE™ 2 BY HTC

FREE! with new 2-year activation

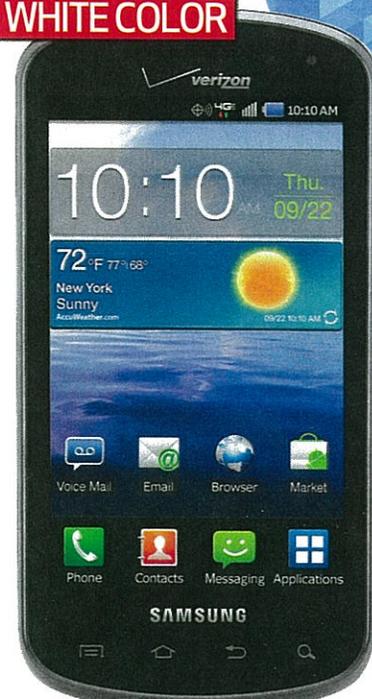
See page 11



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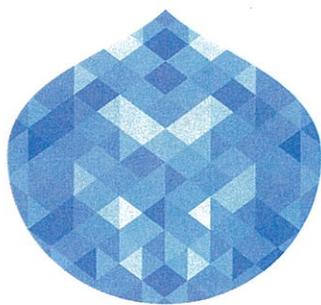
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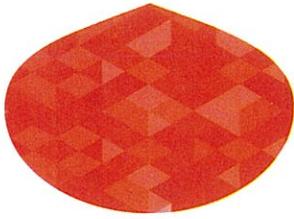


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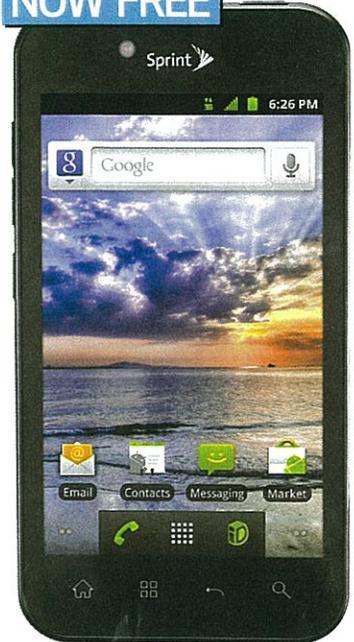
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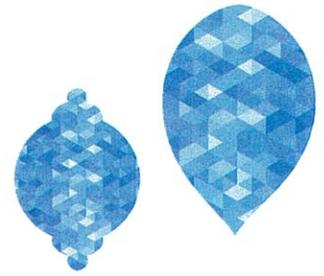


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2 FOR \$35 OR 3 FOR \$50



CASE; ROCKETFISH MOBILE CHARGER & invisibleSHIELD BY ZAGG

Rocketfish Mobile Charger up to \$21.99, invisibleSHIELD up to \$25.99, Case up to \$24.99. Products must be purchased on same receipt to receive savings. Additional \$5 per Rocketfish premium charger sold.

2 FOR \$45 OR 3 FOR \$60



PLATINUM CASE; ROCKETFISH MOBILE CHARGER & invisibleSHIELD BY ZAGG

Rocketfish Mobile Charger up to \$21.99, invisibleSHIELD up to \$25.99, Case up to \$34.99. Products must be purchased on same receipt to receive savings. Additional \$5 per premium charger sold.

2 FOR \$60 OR 3 FOR \$75



OTTERBOX CASE; ROCKETFISH MOBILE CHARGER & invisibleSHIELD BY ZAGG

Rocketfish Mobile Charger up to \$21.99, invisibleSHIELD up to \$25.99, Case up to \$49.99. Products must be purchased on same receipt to receive savings. Additional \$5 per premium charger sold.



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BEST BUY mobile

GET A BEST BUY GIFT CARD WHEN YOU TRADE-IN YOUR MOBILE PHONE



THE VERIZON STRATOSPHERE IS OUT OF THIS WORLD

*** EXCLUSIVE WHITE COLOR**

SAMSUNG STRATOSPHERE™ 4G LTE

***FREE** each, with new 2-year activation

Super AMOLED 4" touch screen with full QWERTY keyboard. Comes equipped with 1 GHz processor and 4GB on board memory and 4GB pre-installed memory card (actual formatted capacity may be less).

Data plan required²

2-Year New Plan ¹	FREE	4G	Android
2-Year Upgrade Price ¹	FREE	4.0"	5.0"
2-Year Add-a-Line ¹	FREE		
Regular Price	\$599.99		

- 321671 White
- 3284042 Black



WHY VERIZON:

- All Verizon Wireless Nationwide Plans include:
- Unlimited national mobile to mobile calling minutes with more than 80 million VZW customers
 - No domestic roaming or long distance charges
 - Unlimited night and weekend minutes

“The Samsung Stratosphere is awesome because it’s the first phone to bring the speed of Verizon 4G LTE and a full sized QWERTY keyboard together. It’s great for connecting you and your loved ones this holiday season.”



JOE ANTHONY'S TIP

¹Carriers, coverage and products may vary by store. Available in New Jersey. Carrier requirements may include data plan subscription, credit approval, usage fees and termination fees. ²Requires a data pack. Android, Android Market, Google Search, Google Maps, and Gmail are trademarks of Google, Inc. 4G LTE is available in 165 cities & 110 airports in the U.S., see in store for details.





DROID RAZR 4G LTE BY MOTOROLA

\$299.99¹ with new 2-year activation

Dual core 1.2GHz processor. 1GB of super-fast RAM provides fast, seamless multi-tasking and an ultra responsive user interface.

DROID is a trademark of Lucasfilm Ltd. and its related companies. Used under license.

Data plan required²

2-Year New Plan ¹	\$299.99		
2-Year Upgrade Price ¹	\$299.99		
2-Year Add-a-Line ¹	\$299.99		
Regular Price	\$849.99		

3991224 Black



SAMSUNG NEXUS PRIME 4G LTE

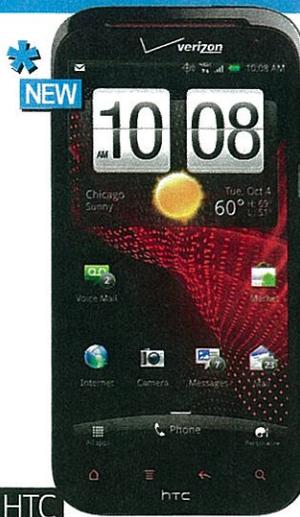
\$299.99¹ with new 2-year activation

Combine the best features you love from Honeycomb and Gingerbread OS and you get Ice Cream Sandwich (Android 4.0). More customization and faster ways to get to new features like 3D maps, voice search and commands, and Google +.

Data plan required²

2-Year New Plan ¹	\$299.99		
2-Year Upgrade Price ¹	\$299.99		
2-Year Add-a-Line ¹	\$299.99		
Regular Price	\$799.99		

3904141 Black



HTC REZOUND 4G LTE

\$299.99¹ with new 2-year activation

The 4.3" HD 720p screen offers revolutionary pixel density, perfect for viewing the latest movies & shows in superfine quality. The 16x9 aspect ratio means no distortion or cropping.

Data plan required²

2-Year New Plan ¹	\$299.99		
2-Year Upgrade Price ¹	\$299.99		
2-Year Add-a-Line ¹	\$299.99		
Regular Price	\$799.99		

3727214 Black



DROID CHARGE 4G LTE BY SAMSUNG

\$149.99¹ with new 2-year activation

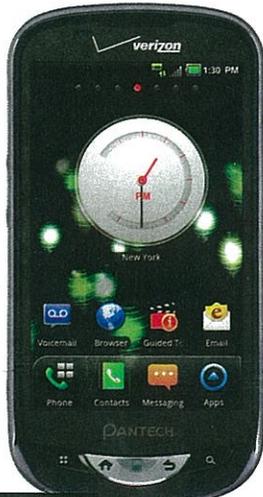
Super AMOLED Plus screen with 8MP rear camera and 1.3MP front camera. 1 GHz processor. Mobile Hotspot capable. 720p HD video recording.

DROID is a trademark of Lucasfilm Ltd. and its related companies. Used under license.

Data plan required²

2-Year New Plan ¹	\$149.99		
2-Year Upgrade Price ¹	\$149.99		
2-Year Add-a-Line ¹	\$149.99		
Regular Price	\$699.99		

2340062 Black



PANTECH BREAKOUT™ 4G LTE

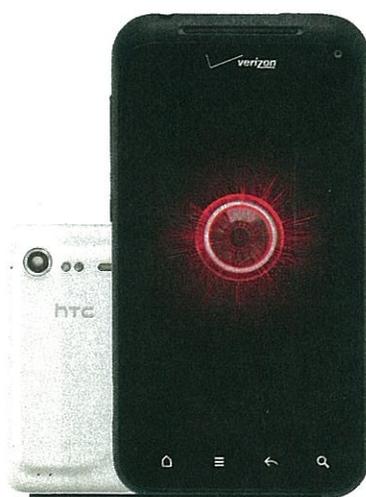
\$29.99¹ with new 2-year activation

Talk on the phone, while browsing on the web, or connect up to 10 devices with the mobile hotspot. Wi-Fi-enabled.

Data plan required²

2-Year New Plan ¹	\$29.99		
2-Year Upgrade Price ¹	\$29.99		
2-Year Add-a-Line ¹	\$29.99		
Regular Price	\$599.99		

3521937 Black



DROID INCREDIBLE™ 2 BY HTC

FREE¹ each, with new 2-year activation

Android™ OS with HTC Sense. 1 GHz processor. 8MP main camera with autofocus and 1.3MP front camera. 16GB microSD preinstalled.

DROID is a trademark of Lucasfilm Ltd. and its related companies. Used under license.

Data plan required²

2-Year New Plan ¹	FREE		
2-Year Upgrade Price ¹	FREE		
2-Year Add-a-Line ¹	FREE		
Regular Price	\$599.99		

2339995 Black

3183327 White

WORLD'S FIRST PLAYSTATION® CERTIFIED SMARTPHONE



SONY ERICSSON XPERIA™ PLAY

FREE¹ with new 2-year activation

Android™ 2.3. First Playstation® certified smartphone. 6 preloaded console-quality games. 5.0MP rear camera plus VGA front camera. Dedicated gaming controller.

Data plan required²

2-Year New Plan ¹	FREE		
2-Year Upgrade Price ¹	FREE		
2-Year Add-a-Line ¹	FREE		
Regular Price	\$599.99		

2496342 Black



LG REVERE™

FREE¹ each, with new 2-year activation

This mobile phone features text and picture, so you can stay connected with family and friends while you're on the go. The compact design allows easy portability.

Data plan required²

2-Year New Plan ¹	FREE		
2-Year Upgrade Price ¹	FREE		
2-Year Add-a-Line ¹	FREE		
Regular Price	\$249.99		

3211069 Black

¹Carriers, coverage and products may vary by store. Available in New Jersey. Carrier requirements may include data plan subscription, credit approval, usage fees and termination fees. ²Requires a data pack. Android, Android Market, Google Search, Google Maps, and Gmail are trademarks of Google, Inc. 4G LTE is available in 165 cities & 110 airports in the U.S.; see in store for details.

GET A BEST BUY GIFT CARD WHEN YOU TRADE-IN YOUR MOBILE PHONE.



at&t

TECH IT UP THIS HOLIDAY WITH THE HTC INSPIRE™ 4G



HTC INSPIRE™ 4G

FREE each, with new 2-year activation

Android™ 2.3 with built-in Adobe® Flash® player. 4.3" super LCD display. 1 GHz Snapdragon™ processor. This device includes 8GB card but can support up to 32GB. Next-generation HTC Sense platform with cloud services.

Data plan required^{2,3}

2-Year New Plan ¹	FREE	4G	
2-Year Upgrade Price ¹	FREE		
2-Year Add-a-Line ¹	FREE	4.3"	8.0"
Regular Price	\$599.99		

1934448 Mocha
3543965 Red (available on BestBuy.com®)

WHY AT&T:

- Rollover Minutes® - only AT&T lets you keep your unused minutes
- Unlimited Calling to any mobile number⁴
- Simultaneous Voice and Data - talk and surf the web at the same time on AT&T's mobile broadband

“Want to keep your info safe? Android 4.0 uses the front facing camera on your phone for its **face unlock feature for added security** on your Android device.”

JOE ANTHONY'S TIP



¹Carriers, coverage and products may vary by store. Available in New Jersey. Carrier requirements may include data plan subscription, credit approval, usage fees and termination fees. ²Requires a data plan starting \$15/month. ³4G devices not available in all markets. See www.bestbuy.com/4G for details. ⁴Mobile to any mobile: Messaging Unlimited plan required. Available on select AT&T Nation and Family Talk plans. International and roaming calls not included. Not available on AT&T Viva Mexico or Nation with Canada plans. Calls to directory assistance, voicemail, pay-per-use, call routing and forwarding numbers not included. Text, picture, video and instant messages must be sent to and/or received from within the AT&T nationwide coverage area. Google, the Google logo, Google Maps, Gmail, YouTube and Android Market are trademarks of Google, Inc.



NO MAIL-IN REBATES, SAVE INSTANTLY ON ALL AT&T PHONES



HTC VIVID™

\$199.99¹ with new 2-year activation

Dual-core 1.2 GHz processor with 4.5" qHD super LCD screen. 1080p video capture with on-device trimmer and 16GB internal user memory and up to 32GB external memory support.

Data plan required^{2,3}

2-Year New Plan ¹	\$199.99		
2-Year Upgrade Price ¹	\$199.99		
2-Year Add-a-Line ¹	\$199.99		
Regular Price	\$649.99		

3724077 Black



SAMSUNG GALAXY S™ II

\$199.99¹ with new 2-year activation

4G HSPA+ speeds. 4.3" super AMOLED Plus display provides brighter colors and visibility in sunlight. Dual core 1.2 GHz processor for super fast multitasking. 8MP rear-facing camera and 2MP front facing.

Data plan required^{2,3}

2-Year New Plan ¹	\$199.99		
2-Year Upgrade Price ¹	\$199.99		
2-Year Add-a-Line ¹	\$199.99		
Regular Price	\$649.99		

3386094 Black



SAMSUNG FOCUS FLASH™

\$49.99¹ with new 2-year activation

3.7" Super AMOLED touch screen display. 1.4 GHz Qualcomm processor. Windows Phone 7.5.

Data plan required⁴

2-Year New Plan ¹	\$49.99		
2-Year Upgrade Price ¹	\$49.99		
2-Year Add-a-Line ¹	\$49.99		
Regular Price	\$449.99		

3724077 Black



LG THRILL™ 4G

\$49.99¹ each, with new 2-year activation

Power and multitasking efficiency with 1 GHz dual-core, dual channel processors, dual 5MP + VGA front-facing camera. Brilliant 4.3" 3D LCD display with glasses-free 3D viewing.

Data plan required^{2,3}

2-Year New Plan ¹	\$49.99		
2-Year Upgrade Price ¹	\$49.99		
2-Year Add-a-Line ¹	\$49.99		
Regular Price	\$599.99		

2856456 Black



MOTOROLA ATRIX™ 2

\$49.99¹ with new 2-year activation

4G and 1 GHz dual core processor. 8MP autofocus camera and 1080p HD video recorder. 8GB onboard memory.

Data plan required^{2,3}

2-Year New Plan ¹	\$49.99		
2-Year Upgrade Price ¹	\$49.99		
2-Year Add-a-Line ¹	\$49.99		
Regular Price	\$599.99		

3692086 Black



SAMSUNG INFUSE™ 4G

\$49.99¹ with new 2-year activation

4.5" Super AMOLED + touch screen display. Android™ 2.3 OS. 1.3MP front camera, 8MP rear camera with LED flash and auto-focus. Video 720p recording and playback. 1.2 GHz processor.

Data plan required^{2,3}

2-Year New Plan ¹	\$49.99		
2-Year Upgrade Price ¹	\$49.99		
2-Year Add-a-Line ¹	\$49.99		
Regular Price	\$599.99		

2404316 Black



4G BLACKBERRY® TORCH™ 9810

FREE¹ each, with new 2-year activation

3.2" touch screen display. BlackBerry® 7.0 operating system. HD 720p video camera. 1.2 GHz processor. 8GB onboard memory.

Data plan required^{2,3}

2-Year New Plan ¹	FREE		
2-Year Upgrade Price ¹	FREE		
2-Year Add-a-Line ¹	FREE		
Regular Price	\$599.99		

2856401 Zinc
2856447 White



SAMSUNG FLIGHT™ II

FREE¹ each, with new 2-year activation

Touch screen with slide-out QWERTY keyboard and quick access to social networking sites.

2-Year New Plan ¹	FREE		
2-Year Upgrade Price ¹	FREE		
2-Year Add-a-Line ¹	FREE		
Regular Price	\$399.99		

1291218 Black

¹Carriers, coverage and products may vary by store. Available in New Jersey. Carrier requirements may include data plan subscription, credit approval, usage fees and termination fees. ²Requires a data plan starting \$15/month. ³4G devices not available in all markets. See www.BestBuy.com/4G for details. Google, the Google logo, Google Maps, Gmail, YouTube and Android Market are trademarks of Google, Inc.



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Sprint



CUTTING EDGE TECH WITH THE HTC EVO DESIGN 4G™ FROM SPRINT



HTC EVO DESIGN 4G™

\$99.99¹ with new 2-year activation

4" qHD capacitive touch display, international phone capabilities and the ability to capture, record and playback in HD. Quickly download movies, create user generated content along with a flash-enabled web browsing experience using the speed of the 3G/4G network and the power of a 1.2 GHz processor.

Requires select plan with \$10 Premium Data add-on

2-Year New Plan ¹	\$99.99		
2-Year Upgrade Price ¹	\$99.99		
2-Year Add-a-Line ¹	\$99.99		
Regular Price	\$599.99		

3696407 Black

WHY SPRINT:

Any Mobile, AnytimeSM: Unlimited domestic calls to and from any U.S. mobile phone on any wireless carrier while on the Sprint network.

- Available on Everything Data and Everything Data Share plans

“The EVO DESIGN 4G has a quick 1.2 GHz single core processor with 8GB of memory and a 5 MP camera **just right for your holiday photos!**”



JOE ANTHONY'S TIP

¹Carriers, coverage and products may vary by store. Available in New Jersey. Carrier requirements may include data plan subscription, credit approval, usage fees and termination fees. Requires select plan with Premium Data add-on. Sprint 4G available in select markets - see in-store for details. Android, Android Market, Google Search, Google Maps, and Gmail are trademarks of Google, Inc.



NO MAIL-IN REBATES, SAVE INSTANTLY ON ALL SPRINT PHONES



MOTOROLA PHOTON™ 4G

\$199.99¹ with new 2-year activation

A 4G smartphone with a dual-core processor for quick downloads and app performance. Comes equipped with Enterprise Security for Android™.

Requires select plan with \$10 Premium Data add-on

2-Year New Plan ¹	\$199.99		
2-Year Upgrade Price ¹	\$199.99		
2-Year Add-a-Line ¹	\$199.99		
Regular Price	\$699.99		

3005219 Black



SAMSUNG EPIC™ 4G TOUCH

\$199.99¹ with new 2-year activation

3G/4G speeds paired with a 1.2 GHz dual core processor allows for lightning fast access and downloads of movies, games, web and thousands of applications with no buffering, no lag time and no disruption to your entertainment.

Requires select plan with \$10 Premium Data add-on.

2-Year New Plan ¹	\$199.99		
2-Year Upgrade Price ¹	\$199.99		
2-Year Add-a-Line ¹	\$199.99		
Regular Price	\$699.99		

3529199 Black



AMERICA'S FIRST 4G SMARTPHONE WITH GLASSES-FREE 3D DISPLAY

HTC EVO™ 3D

\$199.99¹ each, with new 2-year activation

With integrated 3D HD (720p) video capture, 4G speeds, and the latest version of the acclaimed HTC Sense experience, HTC EVO 3D makes it possible to become part of the action. Comes pre-loaded with FREE Spiderman 3D game demo.³

Requires select plan with \$10 Premium Data add-on.

2-Year New Plan ¹	\$199.99		
2-Year Upgrade Price ¹	\$199.99		
2-Year Add-a-Line ¹	\$199.99		
Regular Price	\$699.99		

2817051 Black



BLACKBERRY® TORCH™ 9850 SMARTPHONE

\$99.99¹ with new 2-year activation

Stay connected and productive on the go with this mobile phone that features a 3.7" color touch screen display for simple viewing and navigation through menus. The sleek, thin profile allows easy portability.

Requires select plan with \$10 Premium Data add-on

2-Year New Plan ¹	\$99.99		
2-Year Upgrade Price ¹	\$99.99		
2-Year Add-a-Line ¹	\$99.99		
Regular Price	\$599.99		

3167553 Black



HTC EVO SHIFT™ 4G

\$99.99¹ each, with new 2-year activation

A touch screen, sliding QWERTY keyboard in a sleek and streamlined device that delivers the power of 4G.²

Requires select plan with \$10 Premium Data add-on

2-Year New Plan ¹	\$99.99		
2-Year Upgrade Price ¹	\$99.99		
2-Year Add-a-Line ¹	\$99.99		
Regular Price	\$549.99		

1768561 Black



LG MARQUEE™

FREE¹ with new 2-year activation

Large 4" bright NOVA display for better indoor and outdoor visibility. Delivers easy to use access to a variety of applications, networks and resources with the latest Android technology.

Requires select plan with \$10 Premium Data add-on

2-Year New Plan ¹	FREE		
2-Year Upgrade Price ¹	FREE		
2-Year Add-a-Line ¹	FREE		
Regular Price	\$499.99		

3529232 Black



SAMSUNG TRENDER™

FREE¹ with new 2-year activation

An intuitive touch screen phone that comes complete with options to sync personal and work e-mails and calendars.

2-Year New Plan ¹	FREE		
2-Year Upgrade Price ¹	FREE		
2-Year Add-a-Line ¹	FREE		
Regular Price	\$299.99		

2678408 Navy



SANYO VERO™ BY KYOCERA

FREE¹ each, with new 2-year activation

Large easy-to-use keypad with large menu font options.

2-Year New Plan ¹	FREE		
2-Year Upgrade Price ¹	FREE		
2-Year Add-a-Line ¹	FREE		
Regular Price	\$279.99		

1363163 Black

¹Carriers, coverage and products may vary by store. Available in New Jersey. Carrier requirements may include data plan subscription, credit approval, usage fees and termination fees. ²Based on download speed comparison of Sprint 3G avg. speeds (600 kbps-1.4Mbps) vs. Sprint 4G avg. speeds (3-6 Mbps). Actual speeds may vary. 4G available in select markets. See in store for details. ³Software © 2011 Gameloft. All Rights Reserved. Gameloft and the Gameloft logo are trademarks of Gameloft in the US and/or other countries. Marvel, Spider-Man and all related character names and the distinctive likenesses thereof are trademarks of Marvel Entertainment, LLC and its subsidiaries and are used with permission. Copyright © 2011 Marvel Entertainment, LLC and its subsidiaries. Licensed by Marvel Characters B.V. HYPERLINK "http://www.marvel.com" www.marvel.com. All rights reserved. 3D Content: Capture and record in 3D available with rear facing camera only. 3D features compatible only with 3D content. Google, the Google logo, Google Maps, Gmail, YouTube, Android and Android Market are trademarks of Google, Inc.



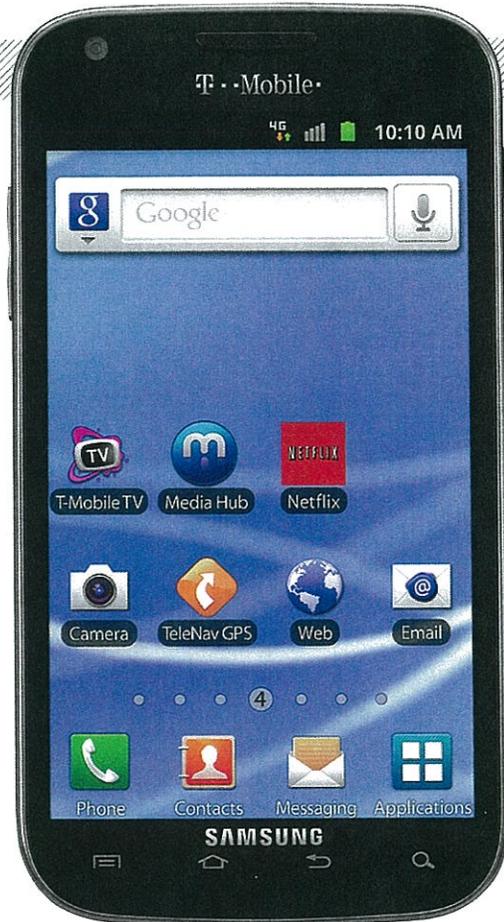
Find more Sprint phones at www.BestBuy.com/mobile

GET A BEST BUY GIFT CARD WHEN YOU TRADE-IN YOUR MOBILE PHONE.



mobile™

CHECK OUT THE LATEST AND GREATEST PHONES ONLY AVAILABLE AT BESTBUY.COM



SAMSUNG GALAXY S™ II

\$199.99¹ with new 2-year activation

A powerful 4G device with dual core processor and Android™ 2.3 Gingerbread. Access movies, TV shows, and Netflix on the beautiful 4.5" Super AMOLED™ Plus display. Features 8MP camera and 1080p HD video recording.

Data plan required²

2-Year New Plan ¹	\$199.99		
2-Year Upgrade Price ¹	\$199.99		
2-Year Add-a-Line ¹	\$199.99		
Regular Price	\$649.99		

3756163 Black



WHY BESTBUY.COM:

- BestBuy.com® has an expanded assortment for even more phones and accessories
- Buy it online and have it shipped directly to your home
- Buy it online and have it ready and waiting using in-store pick up so a Mobile Phone Specialist can help you the rest of the way

“The Samsung Galaxy S II is one of the **thinnest smart phones** (only 8.5mm) and **fits great in your purse or pocket**. There's also a 4.3" super AMOLED Plus display screen for sharing all colorful memories from your holiday celebrations”

JOEANTHONY'S TIP



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**BLACKBERRY®
CURVE™ 9360**

\$79.99¹ with new 2-year activation

Features new BlackBerry® 7 Operating System with both Wi-Fi and Mobile calling. Access to many apps in BlackBerry App World.

Data plan required²

2-Year New Plan ¹	\$79.99	
2-Year Upgrade Price ¹	\$79.99	
2-Year Add-a-Line ¹	\$79.99	
Regular Price	\$399.99	

3668557 Black



**HTC
WILDFIRE S™**

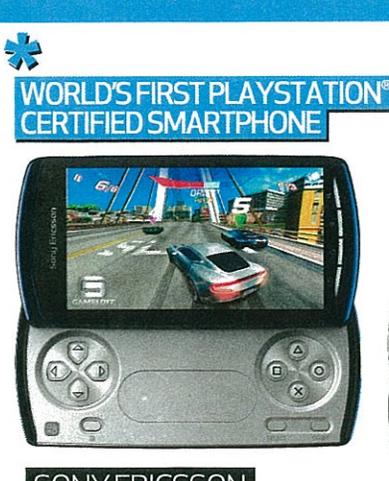
\$49.99¹ with new 2-year activation

Android 2.3 Gingerbread with HTC Sense™. Features 3.2" touch screen and 5MP camera with auto focus and flash. Wi-Fi capable.

Data plan required²

2-Year New Plan ¹	\$49.99	
2-Year Upgrade Price ¹	\$49.99	
2-Year Add-a-Line ¹	\$49.99	
Regular Price	\$399.99	

3693085 White



**SONY ERICSSON
XPERIA™ PLAY 4G**

\$49.99¹ with new 2-year activation

Android 2.3, FirstPlayStation™ certified smartphone, 7 preloaded console-quality games, 5MP rear camera plus VGA front camera. Dedicated gaming controller.

Data plan required²

2-Year New Plan ¹	\$49.99	
2-Year Upgrade Price ¹	\$49.99	
2-Year Add-a-Line ¹	\$49.99	
Regular Price	\$549.99	

3367463 Stealth Blue



**SAMSUNG
EVERGREEN™**

***FREE¹** each, with new 2-year activation

Full QWERTY keyboard and 2.4" display. Text, picture, and video messaging capable. Built with recycled plastics and free of hazardous substances.

Data plan required²

2-Year New Plan ¹	FREE	
2-Year Upgrade Price ¹	FREE	
2-Year Add-a-Line ¹	FREE	
Regular Price	\$249.99	

1617117 Black



**SAMSUNG
CONVOY™ 2**

\$79.99¹ each, with new 2-year activation

A rugged, military-graded phone that resists shock and dust. Features a 3.2MP camera and GPS capabilities.

2-Year New Plan ¹	\$79.99	
2-Year Upgrade Price ¹	\$79.99	
2-Year Add-a-Line ¹	\$79.99	
Regular Price	\$299.99	

3208426 Black



**PANTECH
HOTSHOT™**

\$49.99¹ with new 2-year activation

Ultra slim touch screen with a 3.2MP camera. It's virtual QWERTY keyboard makes messaging and e-mailing a breeze.

2-Year New Plan ¹	\$49.99	
2-Year Upgrade Price ¹	\$49.99	
2-Year Add-a-Line ¹	\$49.99	
Regular Price	\$299.99	

3520301 Black



**SAMSUNG
TRANSFORM™ ULTRA**

\$79.99¹ each, with new 2-year activation

Features Android 2.3 Gingerbread and 1 GHz processor. Touch screen with full QWERTY keyboard, and dual cameras.

Requires select plan with \$10 Premium Data add-on.

2-Year New Plan ¹	\$79.99	
2-Year Upgrade Price ¹	\$79.99	
2-Year Add-a-Line ¹	\$79.99	
Regular Price	\$499.99	

3796151 Black



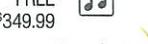
**KYOCERA
BRIO™**

***FREE¹** with new 2-year activation

Stay in touch with family and friends with this mobile phone that features web browsing and is Bluetooth® enabled to help you stay connected on the go. The QWERTY keyboard allows fast text messaging.

2-Year New Plan ¹	FREE	
2-Year Upgrade Price ¹	FREE	
2-Year Add-a-Line ¹	FREE	
Regular Price	\$349.99	

3544009 Black



¹Carriers, coverage and products may vary by store. Available in New Jersey. Carrier requirements may include data plan subscription, credit approval, usage fees and termination fees. ²Requires a data plan starting \$15/month. ³Requires a minimum data plan starting at \$10/mo. Android, Android Market, Google Search, Google Maps, and Gmail are trademarks of Google, Inc.

