

NATIONAL EDITION

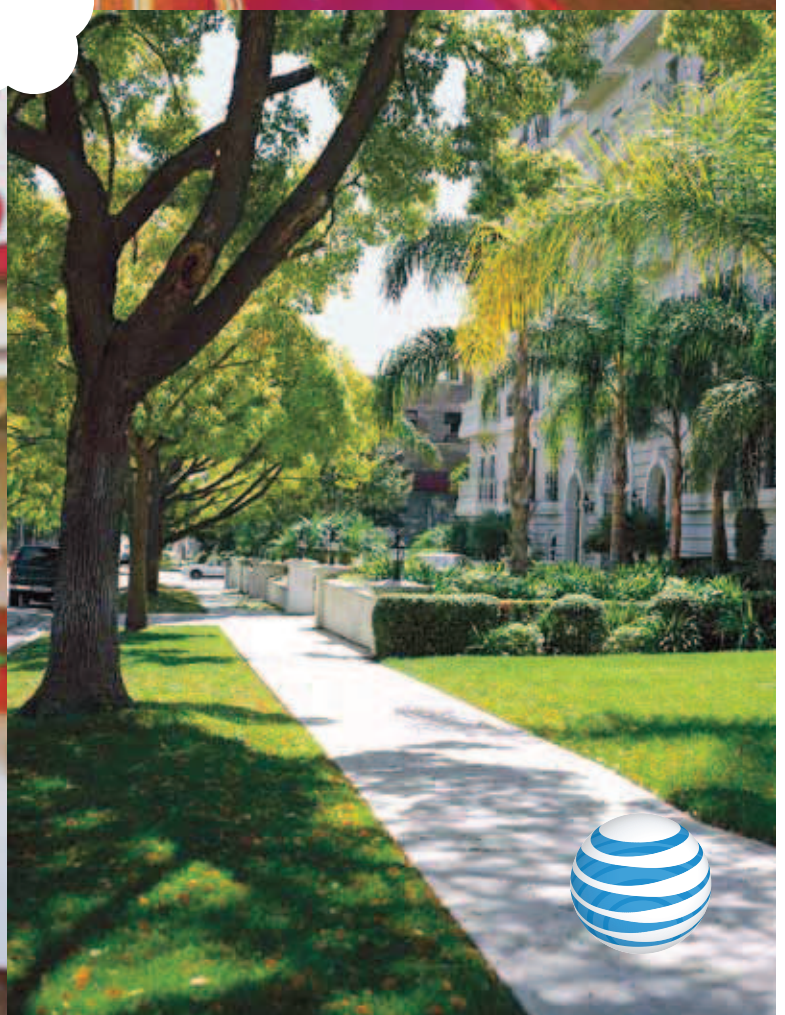
# AT&T

magazine

spring 2011

## *coast to coast*

See the many exciting ways  
AT&T is committed to serving  
our wireless customers





## America, we hear you.

From a phone call to the most advanced data download, AT&T is committed to making your experience great.

To ensure it is, we're adding new cell towers, enhancing in-building coverage, increasing data speeds, and most importantly, servicing and tuning our wireless network—all to improve your calling experience.

This special edition of AT&T magazine explores how this ongoing effort affects you. On page 3, find out what innovation is headed your way courtesy of AT&T Labs. On page 10, see how our nationwide investments (almost \$19 billion in 2010 alone) address your service-related questions. And on page 12, learn how to spot new and upgraded cell sites as they discreetly crop up around you.

You may have already seen us in your neighborhood making these network improvements, and if you haven't, you will. Because we won't stop working until we're certain your AT&T experience is a great one.

—The Editors



## AT&T magazine

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# NATIONAL EDITION AT&T magazine

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## 6 4G, THE FAST TRACK

AT&T already has the nation's fastest mobile broadband network. Now, as we evolve to 4G, it's getting even faster. Find out what this means for you.

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### hey there!

Follow us on Facebook or Twitter, and you'll enjoy customer support as well as an instant way to give us feedback. You'll also get special discounts and offers, invites to events, news on network upgrades near you, and updates on new products and services. So join the conversation today, and let us know what you're experiencing!



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# he's all talk

For AT&T wireless guru **Michael Prise**, constant communication begets technological innovation

**Michael Prise is a wanderer.** He spends much of his day walking the halls of his Redmond, Wash. office building, popping in on co-workers to see what they're working on. A distinguished member of AT&T's technical staff, Prise is responsible for advancing the mobile technology that is the hallmark of AT&T's business. That means gathering as much intel as possible. "Part of my job description is to talk to other people," he says. "I'm always looking for something interesting. There is a benefit to wandering around the workplace."

A native of Scotland, Prise, 51, marvels at how quickly the industry has advanced. "We've gone from a voice device to devices that handle SMS, video, GPS, camera and Bluetooth, as well as thousands of downloadable applications," he says. "All these changes have made mobile devices a central part

of our lives. We are making sure the capabilities are there to work with the devices and the network of the future." That future includes the launch of Long Term Evolution, or LTE, a 4G technology that will allow devices to handle more data, run more applications and provide even more reliable service. "AT&T has always been at the forefront of technological innovation," Prise says. "We're constantly working on quality. That's a huge emphasis for our company. We're on a very aggressive time frame. The goal is for the user to be as satisfied as possible."

For Prise, that mantra aligns perfectly with AT&T's overarching theme: *Rethink Possible*. "To me, it means doing what you say you will do," he says. "Deliver the possible now. We should ask that of ourselves every day."

—Matt Hendrickson

**OPEN-DOOR POLICY**  
Prise peers into the future at AT&T's Mobility Engineering Lab in Redmond, Wash.

# dream weavers

The future is now at **AT&T Labs**

In **suburban** New Jersey, a team of scientists spends each day dreaming about the future—and then making its dreams come true. "We're not just thinking about tomorrow," says James Rowland, a director at the AT&T Shannon Laboratory. "We're thinking about five, 10, even 20 years from now. We're going to design a network with much more capacity, even if the things we'll be using it for haven't been invented yet." Here are a few of the dreams that AT&T scientists are working to introduce to the world.

**Remote monitoring** "Telehealth" technology now allows caregivers to monitor the vital signs of sick or aging patients remotely.

**Personal shopper** Targeted, location-specific data can be transmitted to your phone, such as the lunch special at the restaurant you are approaching.

**Everyone's a critic** CollaborateTV will enable viewers to insert comments and feedback into video for others to see in real time or later, making TV a truly shared experience.

**Green house** Smart grid technology will make your home more energy-efficient by connecting your appliances to the Net.

**Pocket projector** Doctors can now view X-rays and other medical images from their phones. Using a small projector attached to the phones, they can then enlarge the images, making diagnosis easier.



## not only for nerds!

There's something for everyone at the AT&T Tech Channel. Keep tabs on what's happening at AT&T Labs. Tune in at [techchannel.att.com](http://techchannel.att.com).

## steer clear

AT&T puts the brakes on texting and driving

Look at your last text message. Was it important enough to risk your life—or someone else's—to send? In a recent poll, 47% of adults said they'd read or sent text messages while driving.

Even occasional texting (such as when stopped at a red light) makes a driver 23 times more likely to be involved in a crash. AT&T is helping to break this dangerous habit with its *Txing & Driving-It Can Wait* campaign. Show your support by visiting [att.com/txingcanwait](http://att.com/txingcanwait), where you can view PSAs featuring real-life victims affected by texting behind the wheel, read and download safety tips and tools, and test your safe-driving IQ. You'll also find a link to AT&T's Facebook page, where you can take the pledge and show your commitment against texting while driving.



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# what on earth are we doing?

At AT&T, we're striving to minimize our environmental impact. Here's how.

## Recycling

The AT&T Reuse & Recycle program lets you donate your mobile phones and batteries to conserve resources and to fight pollution and greenhouse-gas emissions (see below for details).

## Smarter Products

Standard wireless chargers waste power when left plugged in—an AT&T ZERO Charger doesn't, which helps conserve electricity.

## Less Packaging

We've cut down on packaging materials for our chargers, batteries, cases and cables. We estimate this helped to avoid more than 200 tons of wasted plastic and paper in 2010, amounting to more than 1,100 cubic yards of landfill space—enough to house nearly 10 school buses.

## Alternative Fuel

In 2009 we announced our commitment to invest up to \$565 million to deploy approximately 15,000 additional alternative-fuel vehicles through 2018.

## Power Saving

We're already using wind and solar power at some of our facilities, and we've announced plans to activate additional solar power installations.



## feeling charitable? just text.

When the disastrous earthquake hit Haiti last year, more than 3 million people donated to the American Red Cross in a novel way: through text messaging. Cell phones in hands, this texting army of angels raised \$32 million for relief efforts.

Text-to-give campaigns have also been successful in aiding victims of the earthquake in Chile, the oil spill in the Gulf, floods in Tennessee and, most recently, the earthquake in Pakistan. Organizations like the Mobile Giving Foundation help connect potential donors to various organizations and charities. The Mobile Giving Foundation Website has a section for people interested in donating via text. It lists hundreds of charitable organizations and the amount each text is worth.

As an AT&T customer, you can make donations that will appear on your wireless bill under Mobile Purchases & Downloads. It will be designated with CH (for charity) to make it easy to track your donations, which may be tax-deductible. For a list of charities and organizations accepting mobile donations, visit [mobilegiving.org](http://mobilegiving.org).

### donate your phone!

Donate your used cell phone at one of AT&T's 2,000+ retail stores or download a postage-paid mailing label. Go to [att.com/recycle](http://att.com/recycle).



SARAH K. GOLONKA/GETTY IMAGES

↓ Samsung Focus



TV on your phone!  
To see our U-verse-ready phones, go to [att.com/getversesemobile](http://att.com/getversesemobile)

FANCY PHOTOGRAPHY/VEER

# U-verse to go

U-verse Mobile goes nationwide with Windows Phones

U-verse Mobile is hitting the road. AT&T's U-verse Mobile app now comes preloaded on three Windows Phone models—HTC Surround, Samsung Focus and LG Quantum—bringing to 12 the number of U-verse-ready AT&T smartphones.

Fans of U-verse TV and high-speed Internet services\* are already familiar with all that U-verse can do, such as scheduling and managing your DVR recordings from your computer, viewing four programs at once on TV and watching select titles online. Previously, U-verse Mobile was available only for U-verse customers with select smartphones (and a qualifying TV plan). Now, however, users of the aforementioned Windows Phone devices can take advantage of U-verse Mobile even

if they don't already have a home U-verse plan. This means anyone with these phones can now download and watch hit TV shows for a low monthly fee.

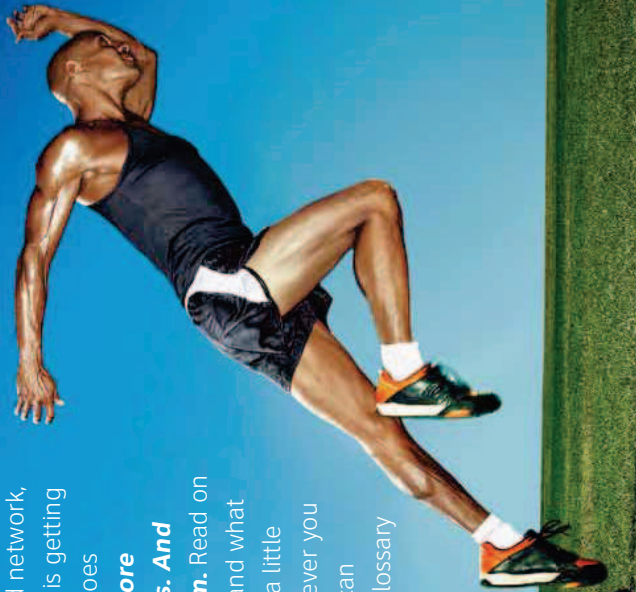
Tune in to U-verse Mobile and you'll see why U-verse is TV like you've never seen it before. For more information on U-verse Mobile, feel free to visit [att.com/u-verse](http://att.com/u-verse).

\*Geographic and service restrictions apply to AT&T U-verse services. Go to [att.com/u-verse](http://att.com/u-verse) to see if you qualify. \*See inside back cover for full U-verse TV terms and conditions. Download-and-watch capability available for select content and requires select devices, Wi-Fi connection, and qualifying U-verse TV plan or monthly subscription fee. Downloaded shows are available for viewing for limited time periods. Ability to browse the TV guide and manage DVR available to all U-verse customers. Standard data charges may apply.

# 4G

## the fast track

The AT&T mobile broadband network, already the nation's fastest, is getting even faster with 4G. What does this mean? **More speed. More smartphones and devices. And more apps to run on them.** Read on to find out more about 4G and what it means for you. It can get a little technical at times, so whenever you see a term in **orange**, you can learn more about it in our glossary on page 9. Welcome to the 4G evolution!



### forward motion

AT&T has set the standard in innovative technology from the very start. Here's a brief history of our industry-leading evolution.



1876

**Alexander Graham Bell** invents the telephone. Teenagers everywhere rejoice.

1892

The first long distance line connects New York and Chicago. The cost? \$9 for five minutes!

1919

The dial telephone arrives. (lengthy movie scenes of characters dialing phones ensue.)

1951

Customers no longer need an operator to dial long distance (hello, Hollywood actors (see 1939). N.C. Where Sarah still eavesdrops on calls).

1953

First touch-tone service using a keypad designs Hollywood actors (see 1939).

1968

9-1-1 to the rescue! First commercial cellular system ushers in trendy shoe-box-size cell phones.

1983

AT&T unveils the BlackBerry messaging solution. The 24/7 workweek begins!

1999

AT&T unveils the BlackBerry messaging solution. The 24/7 workweek begins!



att.com

Discover the world of "can do" with AT&T 4G, offering **mobile broadband speeds up to 4x faster** than our already fast mobile broadband network. In 4G areas you can download songs in just a few beats, download photos in a flash, rapidly load your favorite Websites and watch smooth-streaming videos.



4G speeds delivered by HSPA+ with enhanced backhaul. Available in limited areas. Availability increasing with ongoing backhaul deployment. Requires 4G device. Learn more at [att.com/network](http://att.com/network).



## evolve smarter

AT&T is the only carrier with plans to offer **two layers of network technology that, when deployed, will deliver 4G speeds: HSPA+ and LTE.** AT&T has already completed its deployment of HSPA+ to virtually 100% of its mobile broadband network, enabling speeds up to 4x faster when combined with enhanced **backhaul.** And we'll evolve to even faster speeds with the rollout of our LTE network, with a planned launch in mid-2011. Why two layers? You'll enjoy fast 4G speeds both with the HSPA+ network and where LTE is available. That means a smoother, more consistent mobile broadband experience overall.

OPPOSITE PAGE: FROM TOP, KARAN KAPOOR/GETTY IMAGES, DAVE KING/GETTY, THIS PAGE: CLOCKWISE FROM TOP, RADIUS IMAGES/GETTY IMAGES, H. ARNSTROM ROBERTS/GETTY, LAMBERT/ARCHIVE PHOTOS/GETTY

# evolve uniquely

AT&T is ahead of the curve in terms of partnering with manufacturers on new devices.

This sort of forward thinking and integration is why **AT&T already offers the widest array of smartphones**. This stellar roster will be enhanced by three planned **4G** handset device launches in mid 2011, with a total of 20 4G devices—many of them AT&T exclusives—planned for this year, including the industry-leading Android lineup.



The award-winning Motorola Atrix 4G

# evolve farther

Our ever-growing national coverage footprint is getting even faster with **4G**. Select cities will be the first to experience 4G speeds over the coming months, with nationwide 4G deployment planned to be largely completed by the end of 2013.

And remember, if you're going abroad, AT&T most likely has you covered too, with **voice roaming agreements in more than 220 countries and on more than 140 cruise ships**. Plus, with available international data roaming, you can access email and the Internet in more than 200 countries.

# glossary

**BACKHAUL**: One of the major elements of a telecommunications network. Think of it as the limbs connecting AT&T's cell phone towers with AT&T's world-class backbone network that provides access to the Internet.

**4G**: Fourth generation, as opposed to third generation (3G). Quite simply, when combined with enhanced backhaul, 4G translates to faster mobile broadband speeds. How fast? With enhanced backhaul, AT&T is seeing network speeds of up to approximately 6 Mbps! And LTE is expected to deliver even faster speeds.

**HSPA**: An acronym for High Speed Packet Access, this is the mobile broadband network that AT&T has already had in place. HSPA allows you to talk and surf simultaneously.

**HSPA+**: The natural evolution of HSPA, HSPA+, when combined with enhanced backhaul, delivers 4G up to 4x faster than AT&T's already fast mobile broadband speeds.

**LTE**: Long Term Evolution. LTE refers to the next evolutionary step in wireless technology, which AT&T plans to launch in mid-2011. Once LTE is launched, AT&T will be the only carrier with two layers of network technology offering 4G speeds: HSPA+ and LTE.

**MOBILE BROADBAND SPEED**: The amount of time it takes for a data transfer (for example, downloading an MP3 or uploading a photo) over a wireless network.

Learn more at [att.com/mynetwork](http://att.com/mynetwork)

4G speeds delivered by HSPA+ with enhanced backhaul. Will be available in limited areas. Availability increasing with ongoing backhaul deployment. Requires 4G device. Learn more at [att.com/network](http://att.com/network).



# talk and surf

AT&T's mobile broadband network lets you talk and surf—visit Websites, text a photo, check an app or read an email—all while taking a call. What does this huge advantage mean to you? That you can find directions to a restaurant while talking to your dinner date. Review slides for your presentation while speaking with your boss. Scan your mom's Facebook page while she's telling you about it, or enjoy the efficient luxury of asking her "Hey, I'm online buying movie tickets now—is the three o'clock showing okay?"

More than half of AT&T mobile broadband customers with smartphones use our unique talk and surf feature regularly. And 75% say that a consistently solid speed experience is important to them. Because speed matters only when it's consistent. Our expansive mobile broadband network—already the nation's fastest—now encompasses more than 360 U.S. cities, enabling AT&T to provide a **seamless talk and surf experience**.

JULIET WHITE/GETTY IMAGES  
FANCY PHOTOGRAPHY/VEER

| 2001   | 2003   | 2007  | 2009   | 2010   | 2011                            |
|--|--|---|--|--|---------------------------------|
| AT&T becomes the first U.S. carrier to allow customers to use their phones to rebirth of the smiley face: :) | AT&T introduces text voting to <b>American Idol</b> ; a nation of <b>Idol</b> fans approves a text to approval | Apple's <b>iPhone</b> , with AT&T as the exclusive carrier, changes life as we know it. | AT&T's network carries <b>94 billion</b> text messages in the first quarter—more than double the number of 2008. <b>OMG!</b> | AT&T boasts the most diverse smartphones, including Android-enabled devices. | AT&T is getting faster with 4G! |
|  |  |   |  |  |                                 |

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# at your service

AT&T customers are curious about their service and other issues that affect them. So we sent their questions straight to the top. **Tom Keathley**, vice president for global network planning, has the answers.

**1 My son and I both have AT&T service, yet I drop more calls at home than he does. Why does network quality vary from the same location?** —**Joe P., Austin**

Phones perform differently, even on the same network and from the same place. We're constantly monitoring and enhancing the network to manage coverage and provide the best experience for our customers, but even then, quality can vary from customer to customer.

**2 What is AT&T doing to handle the rapid increase in data usage?** —**Tim S., Durand, Mich.**

AT&T is the leader in the number of smart-phone users by a wide margin. This led to mobile data traffic growth of 3,000% from third-quarter 2007 to third-quarter 2009. It's also why we increased our national wireless and wired investment in 2010 by \$2 billion over the previous year to add fiber-optic backhaul connections (the critical connections that carry traffic from cell sites to

AT&T's IP backbone network), new cell sites and other equipment, and allocated spectrum to expand the capacity of our mobile broadband network.

**3 I used to have to walk to my office window to send a text, but now I can do so from my desk. What changed?**

—**Erin S., San Francisco**

You've probably been able to take advantage of spectrum—or airwaves—that we've allocated to our mobile broadband network. This high-quality spectrum, known as 850 MHz, provides enhanced wireless connectivity, performance and in-building coverage.

**4 My service has improved recently, but I still drop calls on occasion. What is AT&T doing to fix this?** —**Julia P., Escondido, Calif.**

A range of factors can affect service: geography, physical barriers, volume of traffic—even leaves on the trees! Therefore, some dropped

**6 I commute to work via public transportation. Is it true that someday I'll be able to use my phone in the subway?**

—**Corey S., Brooklyn**

That's our goal, and we've been working with several transit agencies to provide coverage in subway stations and on trains.

**7 Why is it that I can talk while surfing the Web on my BlackBerry but my friend with a similar phone on a different network cannot?**

—**Chris A., Newburyport, N.H.**

AT&T's mobile broadband network uses a technology called HSPA, which allows you to talk and surf at the same time. EV-DO, a technology used by some of our competitors, does not. More important, HSPA gives us the opportunity to upgrade our mobile broadband network with even faster speeds.

**8 How does AT&T decide where to focus its improvements?**

—**Elizabeth M., Knoxville**

We conduct extensive testing and analysis to determine where we focus our enhancements.

looking at things such as traffic patterns and areas where new opportunities arise. We also incorporate customer feedback from traditional channels, such as our call center, as well as new, innovative ways to better understand the customer experience using social media outlets like Facebook and Twitter. We've developed a unique tool called Mark the Spot, an app that allows smartphone customers to provide immediate and direct feedback.

**9 Tell me about your plans for 4G. How do they differ from your competitors?**

—**Cameron P., Minneapolis**

We're planning to begin deployment of our next-generation network to cover as many as 70–75 million people by the end of 2011. In the meantime, we're also improving our HSPA+ network, which is getting even faster with enhanced backhaul. What's important to note is that we'll have a more seamless path to LTE than our competitors, who are using CDMA technology for transitioning. Since some are moving straight to LTE, their customers may experience a speed drop when not in an LTE service area. On the other

hand, when in a 4G area, AT&T customers will experience more seamless speed transition between our HSPA+ and LTE networks. [For more information on AT&T's evolution into 4G, turn to page 6.]

**10 There's lots of construction of tall buildings happening in my city. Do changes in the skyline affect my wireless service?**

—**Lance H., Chicago**

New construction can block our signal or channel it differently from before. So we have to take into account large building changes and shape our sites accordingly. In addition, a new building means that an old one had to disappear. If that's where you had a cell site, suddenly you're looking to place a new one in a very short window of time. And that introduces a certain amount of flux.

**Having service trouble? Let us know where and when the problem occurred with Mark the Spot. Download the app at your smartphone's app store.**



ANTENNA/GETTY IMAGES

BRENT HUMPHREYS

# disappearing acts

How AT&T provides maximum coverage—with minimal visual pollution BY MATT HENDRICKSON

Let's face it, the technological breakthroughs that make our day-to-day lives so easy often come at a price—namely, the infrastructure that supports them. Think of the electrical and telephone lines and towers that crisscross the nation, or the bundles of coaxial cables that snake willy-nilly outside our homes and apartment buildings. Does it really have to be this way?

Michelle Tharp doesn't think so. As AT&T's director of Southeast Region Real Estate & Construction, she oversees the construction of cell towers and transmitters in nine states that are designed to be hidden or to blend into the environment, whether they're in a densely populated city or on a stretch of rural byway. "I've worked here for 14 years, and this is the biggest push I've ever seen," Tharp says, adding that AT&T constructs 2,000 new cell sites each year. "We just want to cover as many customers as we can." Here are some of the ingenious ways in which Tharp and her team camouflage their equipment.

## 1 building blocks

The stately columns atop this building are actually housings for upgraded 3G cell sites. Tharp uses such architectural elements to mask infrastructure in urban areas. Sites like these serve as macrocells, fanning their frequencies out over the rooftops to help blanket urban areas with coverage.

## 2 superior cornering

Like macrocells, microsites include 1,900 MHz and 850 MHz transmitters, the latter being superior for in-building coverage (the lower the frequency, the better the signal strength). Some microsites are designed to resemble elements of the facade; here the cornerstones are actually—you guessed it—microsites.

## 3 hidden in plain sight

Whenever possible, AT&T tries to take advantage of existing structures. In towns and cities, AT&T mounts small two-foot antennas on streetlights to cover a residential street. To provide coverage in sparsely populated areas, as in the western U.S., AT&T places hard-to-see transmitters in windmills to cover many miles.

## 4 i don't see anything

That's because there's nothing to see. Inside this apartment is an AT&T 3G MicroCell unit, which acts like a mini cellular tower, improving service indoors by utilizing the existing broadband Internet service. Popular in homes and small businesses, MicroCells allow up to four simultaneous users to take advantage of the service.

## 5 field of dreams

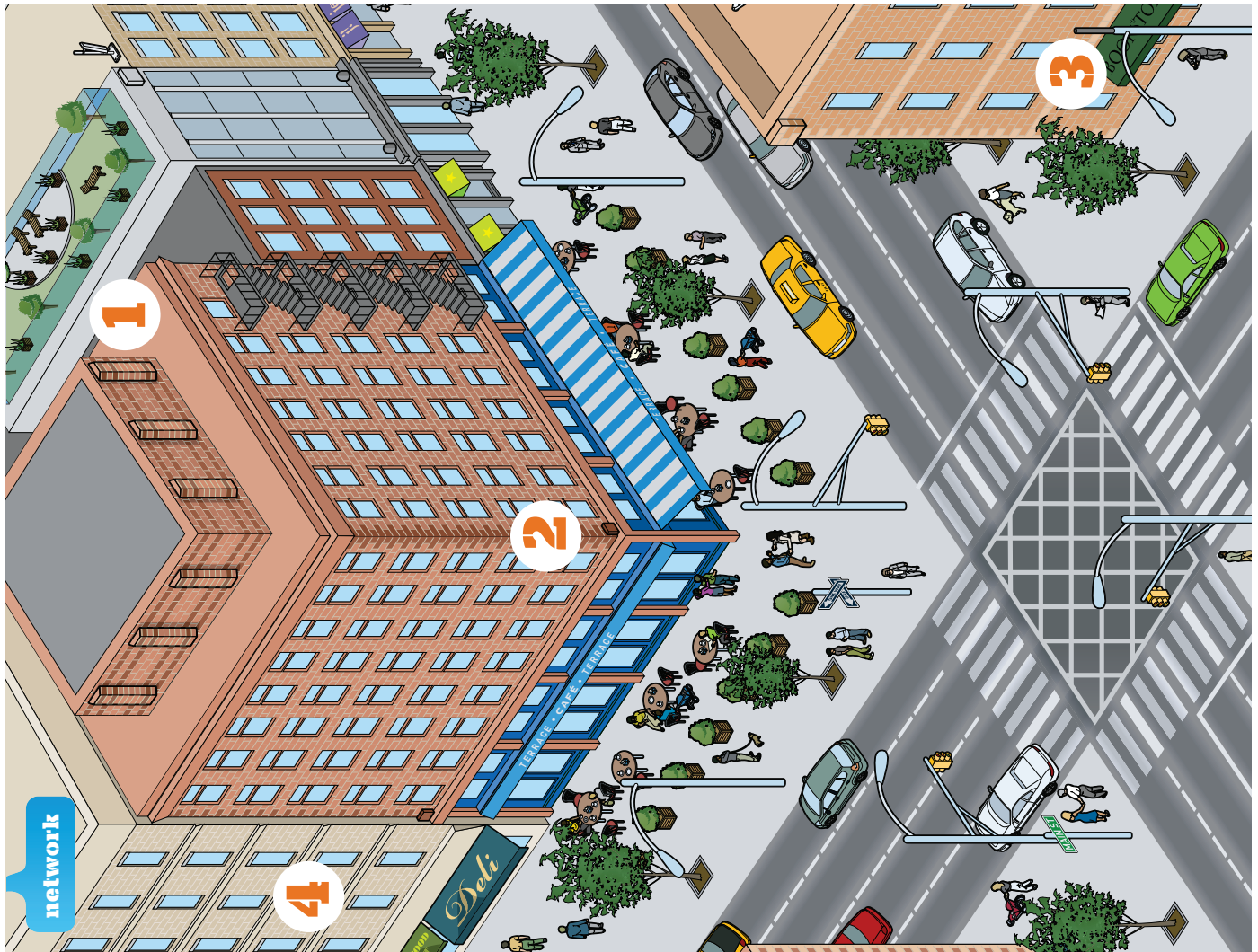
Sports stadiums attract a huge number of cell phone users in a dense area. At San Francisco's AT&T Park, small transmitters that look like smoke alarms line the corridors, and two small towers are painted to blend in with the center field scoreboard.

## 6 a tree grows in...

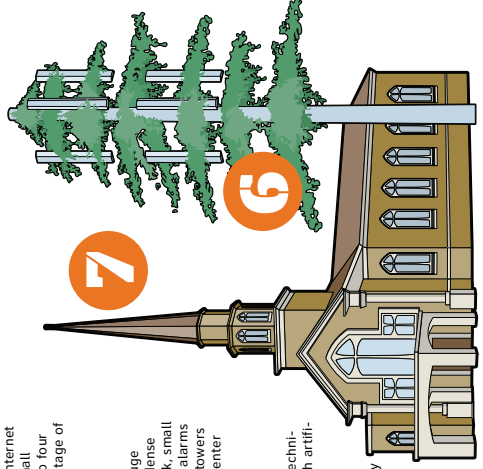
Often in rural areas, AT&T technicians will literally build a tree with artificial bark and branches of varying lengths that blend in completely. On the West Coast, crews build stealth palm trees that are usually no more than 40 feet tall, though in the South and East, "pine trees" grow to almost 200 feet.

## 7 high and mighty

Church steeples provide convenient edifices on which to nest transmitters. The tall structures allow for superior coverage in small towns and rural areas.

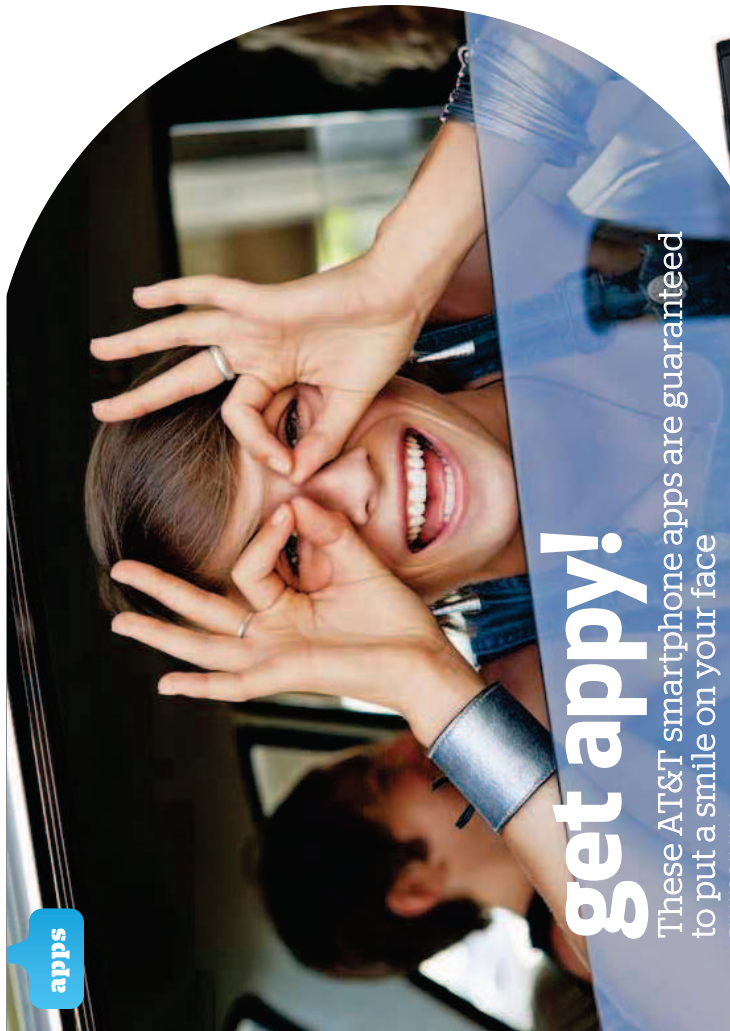


ILLUSTRATIONS BY FLYING-CHILL.COM



The high concentration of transmitters depicted is for illustrative purposes only.





# get appy!

These AT&T smartphone apps are guaranteed to put a smile on your face

BY WOOK KIM

**AT&T offers the most** innovative, cutting-edge—and widest array of—smartphones on the market. Is it any surprise, then, that we also offer the most—and most popular—smartphone apps? No matter what phone or operating system you use, we have the apps that will make your phone sing. Or take museum-quality photos. Or keep you in the loop with your friends. Or give you hours of gaming entertainment. Or let you...well, you get the idea. The following apps—many of which are free—represent some of the best of their kind, as do the smartphone operating systems that run them. What are you waiting for? It's time to get your apps together!



**UberPass**  
FREE P

It can be a chore to remember all your passwords, but some sites need a more robust security code than your son's birth date. UberPass will automatically create and store randomly generated passwords of up to 20 characters.



**FXCamera**  
FREE

Sometimes even the most carefully composed photo can use a bit of spicing up. That's where FXCamera comes in. With six different effects (including white-bordered Polandroid, dreamy-hued ToyCam, Pop-arty Andy Warholizer, and face-distorting Fisheye), FXCamera lets Android owners channel their inner artist.



↑ Sony Ericsson  
Xperia X10



**ÜberTwitter**  
FREE

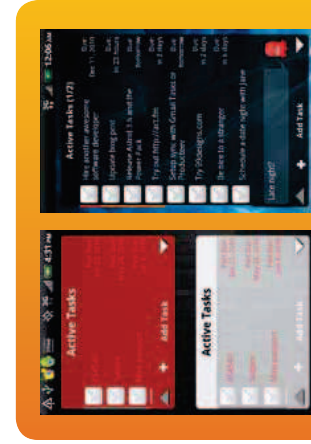
BlackBerry owners who use either the official Twitter or the much-loved Twitter-Berry apps will be impressed by the feature-rich dazzle of ÜberTwitter, which adds video embedding, profile editing and even built-in URL shortening. Satisfied users have already begun singing its praises (in 140 characters or less).

**FourSquare**  
FREE P

FourSquare users can "check in" and share their current location—cafés, clubs, the mall—on Twitter and Facebook. Accumulate enough visits and you can become the venue's "mayor"—and earn the attendant perks of office.

**ScoreMobile**  
FREE P

This robust sports-news app lets you access up-to-the-minute scores, game recaps and standings from every major pro and NCAA sport, including top European soccer leagues. The latest update lets you personalize coverage of your favorite teams and visit live blogs for select games. Boom goes the dynamite!



**Astrid**  
FREE

Like many task-management apps, Astrid lets you create and manage to-do lists, from something as simple as "pick up milk and eggs" to detailed work projects. But it's the depth of features—tagging, filtering, synchronization with Gmail, to name just a few—on this Android-exclusive app that has won it so many devoted followers.

**Netflix**  
FREE P

Browse and manage your queue, even watch streaming video (over Wi-Fi and mobile broadband) through this service, offered to all Netflix Unlimited subscribers.

**IMDb**  
FREE

Having the "world's largest collection of movie, TV and celebrity" info at your fingertips is essential, especially when a steak dinner is riding on the number of sequels to *Police Academy*.

**Wells Fargo**  
FREE P

View account balances, transfer funds, review transaction histories—even locate (via your smartphone's GPS) the nearest ATM. Free toaster not included.

## where to find the apps

Get all the apps listed on these pages, along with thousands more, at your phone's app store. Find your app store on the main menu of your phone or dial \*99\*STORE (\*99\*78673) for more information.

Available on the **App Store**

BlackBerry App World

Available on the **Windows Phone**



← Motorola Bravo



**Angry Birds**  
FREE

Fish gotta swim, birds gotta...go aggro!?! With more than 6.5 million copies of the game currently destroying workplace productivity, Angry Birds is a phenomenon unto itself. Game play is deceptively simple: A flock of aggrieved avians must retrieve eggs that have been boosted by a gang of evil pigs. Players use a slingshot to propel a variety of birds at the purloining porkers. Because that, apparently, is how they roll in the animal kingdom. Time has never been wasted more awesomely.



**AP Mobile**  
FREE

Are you an inveterate newshound? Get the news when it breaks from the Associated Press and its more than 1,000 affiliate organizations. AP Mobile gives you 24/7 coverage of news from around the world, including politics, business, sports and entertainment.



**Speed Brain**  
FREE

Developed with the help of researchers at Stanford and Harvard, Speed Brain offers a series of short-term-memory games meant to boost cognitive skills and reaction times.



**Shazam**  
FREE

Exactly how this service works—identifying a song and artist by letting your smartphone “listen” to a brief snippet of music—will always seem like magic to us.



**PhotoNote**  
\$4.99

PhotoNote does a simple job well: giving you the ability to add comments or annotations to photos taken on your BlackBerry—and even send them out as emails.



**Xbox LIVE Extras**  
FREE

Take the Xbox experience on the road. This Windows-exclusive app lets you track your achievements, customize your avatar and connect with Xbox LIVE friends.



**Facebook**  
FREE

Lets you do pretty much everything you can do on your computer: access settings, upload photos, update status, chat—and ignore updates from your over-sharing uncle.

COURTESY OF BOWLO

## stay connected with wi-fi!

Do you use lots of data on your phone? Reduce your data use over AT&T's mobile broadband network by going Wi-Fi. With Wi-Fi you can stream video, download music and apps, and send email, just like on your computer. It's fast, free and easy. As an AT&T customer, you have three ways to connect to a Wi-Fi signal, including on-the-go access to the entire AT&T national Wi-Fi network.\*

- 1. To your home's Wi-Fi network.** When using data on your phone at home just log on with your password as you do from your home computer.
- 2. To an AT&T Wi-Fi Hot Spot.** AT&T has more than 23,000 hotspots in restaurants, cafés, bookstores and retailers nationwide. For a list of AT&T Wi-Fi Hot Spot locations, go to [attwifi.com/go](http://attwifi.com/go).
- 3. To an open Wi-Fi network.** Your smartphone will detect available Wi-Fi networks in your area and offer you the opportunity to join, if the network doesn't require a password and you are authorized to use it, choose it and you will automatically be connected. If you know the password, enter it and your phone will store it in its memory so you can automatically join next time the network is available.






\*Access includes AT&T Wi-Fi Basic. Wi-Fi-enabled device required. Other restrictions apply. See [attwifi.com](http://attwifi.com) for details and locations.



**myWireless Mobile**  
Check your usage and manage your account from your phone with the myWireless Mobile app. Available on select smartphones.

## how much data do you need?

Find the right data plan with this handy chart

|  |  |  |
|--|--|--|
|  I'm the type who emails my teenage kids 20 times a day.                                 | <b>DataPlus</b><br>200 MB<br>\$15/month* | <b>DataPro</b><br>2 GB<br>\$25/month** |
|  I'm hardly ever in the office and often need to review attached documents on my phone. | 1,000 emails                             | 10,000 emails                          |
|  I love uploading funny photos to social media sites.                                   | 150 emails with attachments              | 1,500 emails with attachments          |
|  I like checking my friends' profiles to see their photographs.                         | 50 uploads                               | 500 uploads                            |
|  I'm obsessed with streaming YouTube and Pandora.                                       | 400 Web pages                            | 4,000 Web pages                        |
|  | 20 minutes                               | 200 minutes                            |

Examples above are approximate. Actual data usage may vary. \*If you exceed the data limit, you'll automatically receive an additional 200 MB for only \$15. \*\*If you exceed the data limit, you'll automatically receive an additional 1 GB for only \$10.

# go ahead, relax

Our family-friendly tools will help take the stress out of your bustling life

**You're a busy parent,** one who can probably stand to simplify your life a little. You have to keep tabs on your kids' schedules while staying connected with work, family and school, so your time and budget may seem like an organizational nightmare. Luckily, AT&T can help. Do any of the following situations sound familiar to you?



Messaging Unlimited for Families on the Samsung Evergreen

AT&T FamilyMap on the BlackBerry Torch



## Situation

*My kids spend way too much time browsing the Web on their phones.*

You can determine how and when your kids use their phones with **Smart Limits for Wireless<sup>SM</sup>**. It allows you to set limits on Web browsing, restrict access to inappropriate content and more. **att.com/smartlimitsforwireless**

*I want to make sure my daughter is on her way home from the mall.*

**AT&T FamilyMap** is a great way to locate teenage drivers without distracting them while they're behind the wheel. You can use your phone or computer to locate your kids at any time or confirm that they have arrived at their destination at a specific time. **att.com/familymap**

*I need to save money now that our whole family has cell phones.*

**FamilyTalk<sup>SM</sup>** lets you include up to five family members on a single calling plan. Get the first plan for one low price and each additional line for just \$9.99/month. Plus, you'll all share Rollover Minutes, unlimited Mobile to Mobile calling and Unlimited Nights and Weekends. **att.com/mywireless**

*My best friend is practically family—we talk every day!*

With **A-List with Rollover**, you can get unlimited calls nationwide to and from the numbers of your choosing, including landline and wireless numbers on any network. Customers with FamilyTalk plans of 1,400+ minutes can select plan holders of 900+ minutes may select five. **att.com/alist**

GEORGE SHELLY/MASTERFILE

*My son's texting is out of control. (Then again, so is mine.)*

Sign up for **Messaging Unlimited for Families** (\$30/month) and get unlimited text, picture and video messaging anywhere in the U.S. for up to five lines in your FamilyTalk group. You'll never have to worry about end-of-month surprise bills or costly overages. Sign up at **att.com/getmedia**.

## Rollover Minutes

Unlike other wireless providers, where you forfeit any unused minutes each month, AT&T lets you roll them over to the next month for up to 12 billing periods. Net result? You save!

**across**

- Car of choice
- Escape art.
- Windows forerunner
- Legendary river of WWII
- Typically party attendees
- Food (Ben & Jerry's)
- Ice cream with chocolate, hazelnut and macadamia nuts
- Well-known high school
- 1960s children's hit (2 wds)
- Local quaver
- That woman's name
- Swaps
- Smaller (lyrics)
- Ship's petty officer, informally
- Actor Rip or Chet
- Health resort
- Fun impressor
- Each term includes with puzzle's longest answers (2 wds)
- Net's news agency
- Some Oldsmobiles
- The ... of Night
- Put into words
- Baseball commissioner
- Krieger
- Levi's
- Maker of Space Invaders
- Keenly observed (high)
- Heena ... (1941 Jimmy Dorsey hit)
- Put in a mailbox
- Egypt's Answer
- "Gomo ... letter"
- Beats tigger

**down**

- What the Queen of Hearts made
- Tennis star Chris ... (2 wds)
- Legionary river of WWII
- Positioned
- HBO alternative
- Shower alternatives
- Princess star ... (Marilyn)
- Radar-gun meas.
- Burdles
- Davis of film *Not Without Love*
- Did a snail's job
- Rance or Fitzgerald
- "I'll make a ... of it" (2 wds)
- Chamber music instru-
- ments or bands
- Alley ... (comic strip since 1932)
- Based softly
- Like some vbs.
- Self-importance
- Package board item
- Prize ... (2 wds)
- "All's ... in love and war"
- What an optimist might say ... (2 wds)
- Mostrous (2 wds)
- Rush job abbr.
- Three-time French Open
- It staves in the back of the mouth
- Borden bovine
- and Air line
- Gloffy
- Physioid component
- Dance or Cars
- Keenly observed (high)
- Book a chair
- Cape Town locale abbr)

# The AT&T Crossword

Fast Generation BY VICTOR FLEMING

|    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 1  | 2  | 3  | 4  | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 |    |    |    |
| 14 |    |    |    | 15 |    |    |    | 16 |    |    |    |    |    |    |    |
| 17 |    |    | 18 |    |    |    |    | 19 |    |    |    |    |    |    |    |
| 20 |    |    |    |    | 21 |    |    |    | 22 |    |    |    |    |    |    |
| 23 |    |    |    |    | 24 |    |    | 25 | 26 |    |    |    |    |    |    |
|    |    |    | 27 |    |    |    |    | 28 |    |    |    |    |    |    |    |
| 30 | 31 | 32 |    |    | 33 | 34 | 35 | 36 |    |    | 37 | 38 | 39 |    |    |
| 40 |    |    |    |    |    | 41 |    |    |    |    |    | 42 |    |    |    |
| 43 |    |    |    |    |    |    |    |    |    |    | 45 |    |    |    |    |
|    |    |    | 46 | 47 |    |    |    |    | 48 | 49 |    |    |    |    |    |
| 50 | 51 |    |    |    |    |    |    | 52 | 53 | 54 |    | 55 | 56 | 57 | 58 |
| 59 |    |    |    |    |    |    |    |    | 60 |    |    | 61 |    |    |    |
| 62 |    |    |    |    |    |    |    |    | 64 |    |    | 65 |    |    |    |
| 66 |    |    |    |    |    |    |    |    |    | 67 |    |    |    | 68 |    |
| 69 |    |    |    |    |    |    |    |    |    |    |    |    |    |    | 71 |



25% off accessories

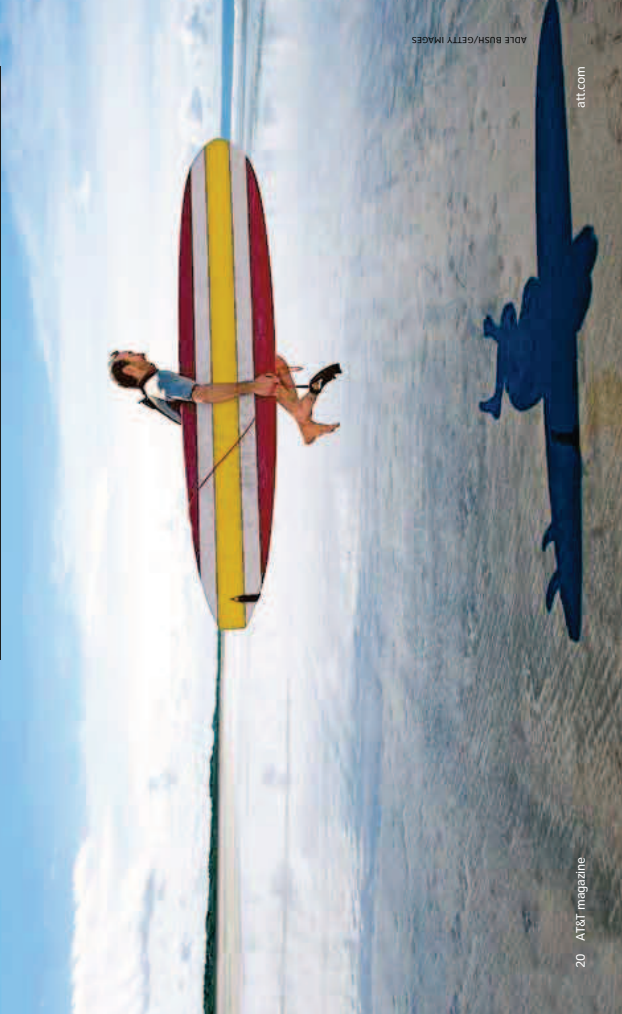
Jawbone Prime Bluetooth headset

## Looking for your crossword key?

Now you can find the answers online, where, as an added bonus, you'll get 25% off the phone accessory of your choice.\* You can make your selection through [att.com/answerkey](http://att.com/answerkey). Consider it your reward for no longer peeking at the answers.

\*Accessory offer excludes Apple®-branded products such as MobileMe and AppleCare.

**Apps/Games/Video/Ringtones/Graphics:** Standard usage rates apply, depending on your plan. Visit [att.com/daterms](http://att.com/daterms) for complete details. **Usage:** Mobile email and Media™ Net are not equivalent to landline internet. Only select sites accessible through a mobile connection are available. Standard usage rates apply, depending on your plan. See [att.com/daterms](http://att.com/daterms) for terms and conditions. Compatible phone required. Content may be provided by independent third parties. AT&T is not a publisher of third-party content and is not responsible for any opinions, advice, statements, other information, services or goods provided by third parties. Third-party content providers may impose additional charges. AT&T is not responsible for adverse effects of downloaded content. Availability of mobile email may vary by handset. **Messaging:** Compatible phone required. Messages in excess of allowance are 10¢ for Messaging 200 and Messaging 1000, and 5¢ for Messaging 1500 plans. Rates and services are subject to change. Visit [att.com/daterms](http://att.com/daterms) for complete terms and conditions. Messages are limited to 160 characters per message. Premium text and picture/video messages are charged at their stated rates. Standard rates apply to all incoming messages when in the U.S. Different, nonstandard per-message charges apply to international messages sent from the U.S. Text, instant, picture and video messages are charged when sent or received, whether read or unread, solicited or unsolicited. You are charged for each part of messages that are delivered to you in multiple parts. Some elements of picture/video messages may not be accessible, viewable or heard due to limitations on certain wireless phones, PCs or email. **Rotlover™ Minutes:** Unused Anytime Minutes expire after the 12th billing period. Night and Weekend and Mobile to Mobile minutes do not roll over. **FamilyTalk™:** Available with two-line FamilyTalk plans starting at \$69.99; 2-year service agreement required. FamilyTalk is a registered service mark of Delaware Valley Cellular Corp., an AT&T company. **Smart Limits for Wireless™:** Cannot currently set monthly limits for minutes; incoming calls are allowed at all times except from numbers designated as "Blocked Numbers." Browsing Limits and Time of Day Restrictions will not work for restricting Web browsing usage while the user is Wi-Fi mode on Wi-Fi-capable devices such as iPhone. **A-List:** Available only with select rate plans. Numbers must be entered online at [MyWireless.Account](http://MyWireless.Account) at [att.com/MyWireless](http://att.com/MyWireless). Only standard domestic landline or wireless numbers are eligible. For additional terms, see [att.com/daterms](http://att.com/daterms). **AT&T Navigator and FamilyMap:** Standard data and messaging rates apply. \$9.99 per month for AT&T Navigator, or \$9.99 per month to locate up to two family members with AT&T FamilyMap or \$14.99 per month thereafter to locate up to five family members with AT&T FamilyMap. Not available on iPhone. AT&T FamilyMap service is limited to Consumer/Individual customers only. Service availability, timeliness or location is not guaranteed. Coverage is not available in all areas. For additional terms and conditions, see [att.com/FamilyMap](http://att.com/FamilyMap) for Terms and FAQs. Microsoft Windows™ Phone and the Windows logo are trademarks of the Microsoft group of companies. Mobile broadband is not available in all areas. Coverage is not available in all areas. See coverage map at [att.com/wireless](http://att.com/wireless) for details. © 2011 AT&T Intellectual Property. Service provided by AT&T Mobility. All rights reserved. AT&T, the AT&T logo and all other marks contained herein are trademarks of AT&T Intellectual Property and/or AT&T-affiliated companies. All other marks contained herein are the property of their respective owners.



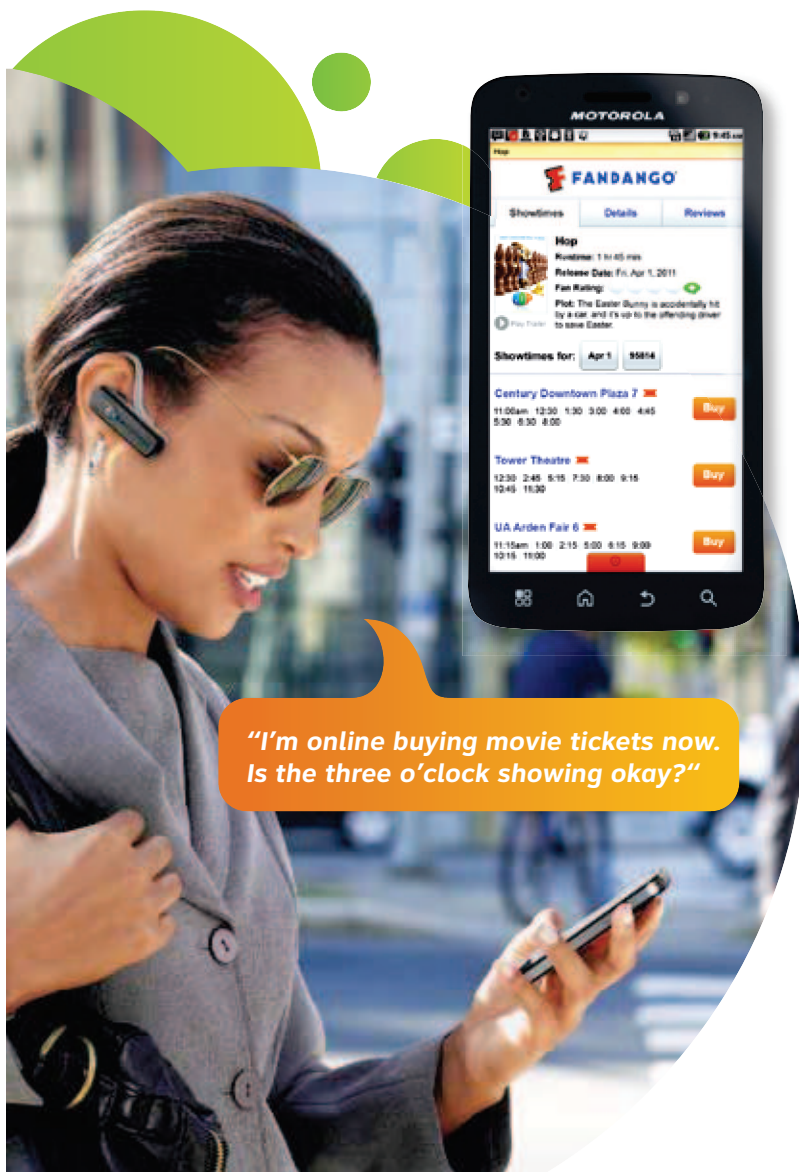


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"I'm online buying movie tickets now. Is the three o'clock showing okay?"

# enjoy it, america!

AT&T's network lets you **talk and surf** the Web at the same time.

On the nation's fastest mobile broadband network. Now that's smart. And efficient. Not to mention really, really cool.

To find out more, see **page 9** or visit **att.com/mynetwork**.

Rethink Possible

