

## CINGULAR INTERACTIVE TODAY

### Fact Sheet

- Cingular Wireless' Mobitex Business Unit
- Sales and services offered over Cingular's Mobitex network
- Mobitex is a nationwide, two-way, data-only network
- Operational in the US for over 10 years
- Supports Top 50 U.S. markets and 200M POPs
- Covers 93% of U. S. business population; 492 MSAs & 130 airports
- Integrated Network, IT, Customer Service Operations located in Woodbridge, New Jersey
- Sales, Marketing and Finance managed in Atlanta, Georgia
- 410 employees support Mobitex operations
- 2003 Key Metrics
  - 1 million active subscriptions
  - 3,068 radio channels at 2,427 sites, linked through 120 switches
  - 300 new radio channels added in 2003
  - 40% increase in traffic – 105,000,000+ daily message packets delivered – 0.5 billion a week
- 2004 Business Plans
  - Expanded coverage & more capacity: 50 base stations, 200+ new radio channels
  - Extended and Private Network product launches
  - RIM 5790 Blackberry – JAVA platform
  - Alliance Program Launch to enable vendors to deliver new solutions

## MOBITEX TODAY

- Developed by Ericsson, open standard – 3<sup>rd</sup> generation, 20<sup>th</sup> release
- Packet switched, narrow band data-only
- Best suited for messaging, email, telemetry, telematics, transactions & forms-based applications
  - 300K+ Blackberry Email users - 30% of worldwide subscriber base
  - 275K+ Interactive Messaging, Xpress Mail & Other users
  - 125K+ Field Force Automation users
  - 125K+ Telemetry/Telematics/POS devices
- Complements Cingular's next generation data networks
  - Address market needs that don't require high speed data or integrates voice
- Continues to be significant wireless data technology for mission critical applications, not only in US but through world
  - 32 public/private networks – 6 continents – mainland China, Korea, India – 1.2+ million business users and devices
  - Globally – gained more users than any other dedicated wireless data service, doubling its subscriber base and quadrupling data traffic
- Hardware vendor commitments continue
  - CML Microcircuits (UK) the manufacturer - GMSK modem chip – set to announce the next generation Mobitex modem chip that will integrate all components into a single pack, dramatically reducing the price
  - New sub-\$100 OEM modem from Wavenet will drive hardware and service providers to deliver new solutions
  - RIM will shortly introduce the Blackberry 5790 – Java edition – ships in Q3
- Enterprise Customer commitments continue
  - 422 companies of the Fortune 1000 are Mobitex customers
  - Customers like GE Consumer Services, FedEx Ground, Airborne, Progressive Insurance, BellSouth, Sears, Pacific Gas & Electric rely on Cingular's Mobitex network for mission critical business applications

## MOBITEX STRENGTHS IN GOVERNMENT MARKET

- National packet data network
- 100% data only – no voice traffic contention
- Reliable performance in time of crisis
  - September 11, 2001
  - Northeast Blackout (2003)
  - Hurricane Isabel (2003)
  - Houston Floods (2001)
  - Hurricane Floyd (1999)
  - Blizzard of 1996
  - Mid-West Floods (1994)
  - Northridge Earthquake (1994)
  - Super Storm of 1993
  - California Brush Fires (1992)
  - Hurricane Andrew (1992)
  - NY AT&T Failure (1991)
- 99.99% availability – 7x24
- Low latency – round trip: 3-10 seconds
- Always-on, always connected – devices don't need to request and setup session for each data exchange
- Packet accountable & guaranteed delivery – no need to build this functionality into each application
- True push technology – no need to use control channel or send SMS wakeup to remote device
- Extensive coverage – best in-building penetration
- Seamless roaming, assured application operation, no handoff issues, no extra charges

## **MOBITEX ENABLED BLACKBERRY SOLUTION IN THE GOVERNMENT MARKET**

- Over 50 Federal Agencies including the Navy, Marines, Army and Air Force depend on the Mobitex BlackBerry Solution
- Used exclusively by the Office of the President, House of Representatives, Senate, & US Capital Police
- Unofficial RIM estimates:
  - 70% of its units in all the DOD (Agencies & Military) are on Mobitex; approx. 40K devices
  - 45% of its units in Federal government are on Mobitex; approx. 20K
  - 10% of its units in State/Local government are on Mobitex; approx 5K

## MOBITEX ENABLED SOLUTIONS FOR THE GOVERNMENT MARKET

<b>Cingular Mobitex Emergency Coverage</b>	<ul style="list-style-type: none"> <li>• Provides coverage during emergencies at remote locations outside of service coverage areas</li> <li>• SUV with base station, antenna, V-SAT, and generator</li> <li>• Connects back to Mobitex network via Satellite</li> <li>• Applications: EMS, triage, supplies, and casualty management</li> </ul>
<b>Cingular Mobitex Network Extensions</b>	<ul style="list-style-type: none"> <li>• Low cost, single channel radio base station that connects to network via the Internet (&lt;\$10K installation charge)</li> </ul>
<b>Cingular XpressMail with BlackBerry</b>	<ul style="list-style-type: none"> <li>• Secure wireless e-mail solution for RIM 957 Handhelds</li> <li>• S/MIME encryption</li> <li>• CAC reader support</li> <li>• NSA &amp; DISA Certifications</li> <li>• FIPS 140-2 Validation</li> <li>• Interactive Messaging PLUS option provides 957-to-957 communications with Delivery and Read receipts</li> </ul>
<b>RIM BlackBerry 5790 (Preview)</b>	<ul style="list-style-type: none"> <li>• Next-Generation RIM 957</li> <li>• Java Enabled</li> <li>• 16 MB flash memory plus 2MB SRAM</li> <li>• Backlit screen and keyboard</li> <li>• Same RIM 957 form factor &amp; accessories</li> <li>• Same Pricing as RIM 957</li> <li>• Ships in early August</li> </ul>
<b>Antenna Software - A3 MobileManager</b>	<ul style="list-style-type: none"> <li>• Emergency dispatch/information distribution to field personnel using BlackBerry Handhelds and Interactive Messaging PLUS</li> <li>• Web-based - features flexible group list management, real-time message status and emergency alert/escalation management</li> <li>• Dispatcher can instantly identify and respond to unacknowledged and unread message situations</li> <li>• Connects with all CRM, ERP and Knowledge management systems</li> </ul>

## MOBITEX ENABLED SOLUTIONS FOR THE GOVERNMENT MARKET

<p><b>Onset Technology - METAMessage Emergency Gateway</b></p>	<ul style="list-style-type: none"> <li>• Ensures continuity of communications and operations in event of disaster or terrorist attack</li> <li>• Automatically maintain up-to-date emergency documents and updated PIN addresses on BlackBerry handhelds</li> <li>• Automatically switch handheld users from email to PIN-to-PIN communications mode</li> <li>• Blast PIN-to-PIN messages to select groups</li> <li>• Archive PIN-to-PIN messages</li> </ul>
<p><b>LocatePlus</b></p>	<ul style="list-style-type: none"> <li>• Online investigative solutions to law enforcement, legal and insurance professionals, and licensed investigators</li> <li>• Access databases of public records and business information on BlackBerry Handhelds</li> <li>• Access nearly 98% of the adult population and data relating to approximately 205 million individuals in US</li> </ul>
<p><b>Networkcar - NetworkFleet</b></p>	<ul style="list-style-type: none"> <li>• Enhanced Fleet Management via GPS receiver / Mobitex modem, and vehicle/engine interface</li> <li>• In-vehicle AVL/Engine Diagnostic device reports back problems in real-time</li> <li>• Unlimited online access to fleet location and performance status</li> <li>• Locate vehicles, optimize routes, view driver performance, and prevent downtime</li> </ul>

## MOBITEX STRENGTHS IN M2M

- National packet data network
- 100% data only – no voice traffic contention
- Designed for short, frequent data exchanges
- Always-on, always connected – devices don't need to request and setup session for each data exchange
- 99.99% availability – 7x24
- Low latency – round trip: 3-10 seconds
- Packet accountable & guaranteed delivery – no need to build this functionality into each application
- True push technology – no need to use control channel or send SMS wakeup to remote device
- Extensive coverage – best in-building penetration
- Seamless roaming, assured application operation, no handoff issues, no extra charges
- Built-in airlink security
- Proven Partner Successes

<b>Alarm Monitoring</b> Honeywell- AlarmNet	<b>HVAC &amp; Lighting</b> Profile Systems
<b>Parking Meters</b> Parkeon	<b>GPS Tracking &amp; Engine Diagnostics</b> Networkcar (Reynolds & Reynolds sub) Vetronix (Robert Bosch sub) – plus job order dispatching Discrete Wireless – GPS tracking only
<b>Utility Meters</b> Nertec Design	<b>POS</b> First Data Merchant Service Global Payments Nova Information Systems
<b>Vending Machines</b> Transaction Network Services	

## CINGULAR INTERACTIVE ALLIANCE PROGRAMS

- Objectives
  - Recruit marketing and channel partners to deliver next generation M2M and Government solutions on Mobitex
  - Provide software and hardware vendors with business and technical guidance to deliver innovative, market focused and effective solutions on Mobitex
- Two initiatives:
  - Marketing Alliance Program – Attract solution component vendors who would get the support and resources needed to successfully bring their Mobitex compatible products to market (e.g., software applications, special purpose terminals and devices, etc.)
  - Channel Alliance Program – Attract solution providers who would get the support and resources needed to successfully integrate and bring their solutions to market including Mobitex network resale or distribution
- Membership Level based on minimum subscription commitment in first 12 months
  - Silver: 2,000
  - Gold: 5,000
  - Platinum: 10,000
- Business & Marketing Benefits
  - Assigned Alliance Manager
  - Joint business planning & tracking
  - Network airtime resale (values added resellers only)
  - Activation commissions (value added distributors)
  - Discounted OEM modems
  - Co-marketing plan
  - Marketing development funds
  - Co-op advertising
  - Logo placement and listing on [www.cingular.com](http://www.cingular.com)
  - Participate in trade shows and Cingular events
  - Introduction to appropriate Cingular sales channels
  - Cingular success stories, press releases and product briefs
  - Right to use Cingular Fits You Best mark



- Technical Benefits

- Assigned technical and network operations points of contact
- Free access to Developers Program “Primer Level”
- Technical documentation
- Discounted airtime charges, host test connection charges, devices and modems for development
- Online developer technical support and access to Developer Forums
- Access to Knowledge Base & FAQ
- Free developer telephone support (Platinum Level only)
- Early access to developer information
- Discounted application audit and hardware certification testing charges

- Joining

- Request application by emailing [neil.lewis@cingular.com](mailto:neil.lewis@cingular.com)
- Cingular will review the application and approve you for a membership category and level
- Cingular will send you an Alliance Program Agreement
- Sign and return copy of agreement along with program level payment