

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 – 3rd generation, 20th 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

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

MOBITEX ENABLED SOLUTIONS FOR THE GOVERNMENT MARKET

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

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

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