

Choice Competition Consumer Savings

Bringing Belmont its first broadband network built on the global standard of Internet Protocol (IP)



Overview

- Benefits AT&T's Lightspeed brings to Belmont
- Evolution of AT&T's Network Upgrades in Belmont
- How AT&T Delivers U-Verse to Belmont Neighborhoods
- Why AT&T is a Good Neighbor

Lightspeed Status Around the Bay Area

Alameda County

Atherton

Antioch

Brentwood

Burlingame

Campbell

Concord

Cupertino

Danville

Daly City

Dublin

East Palo Alto

El Cerrito

Foster City

Fremont

Hayward

Livermore

Los Altos

Los Altos Hills

Los Gatos

Marin County

Martinez

Menlo Park

Mill Valley

Millbrae

Milpitas

Oakland

Oakley

Palo Alto

Pittsburg

Pleasant Hill

Pleasanton

San Bruno

San Jose

San Leandro

San Mateo

San Mateo County

San Ramon

San Rafael

Santa Clara County

Saratoga

Solano County

Sunnyvale

Union City

Vallejo

Walnut Creek

What an IP infrastructure brings to Belmont

Significant benefits delivered to consumers from AT&T, a global technology leader:

- Convergence of technology
- New IPTV with more HD channels and increased programming
- Super-fast high speed Internet service (15 – 25 Mbps)
- Voice over IP
- Whole Home DVR



Our IP Platform

What it means for you: *a new experience that delivers!*



watch more

- Digital TV
- 40+ HD channels
- HD receiver
- DVR recorders, 4 programs at once
- Web and Mobile Remote Access
- AT&T U-bar
- Cooler than cable



surf fast

- Nation's largest broadband provider
- Amazing speeds: Downstream up to 10 Mbps, Upstream up to 1.5 Mbps
- More than 17,000 Wi-Fi hotspots



talk all you want

- Digital U-verse voice provides innovative features beyond traditional phone service
- Integrates with TV and Internet
- Local and long distance calling for one low price

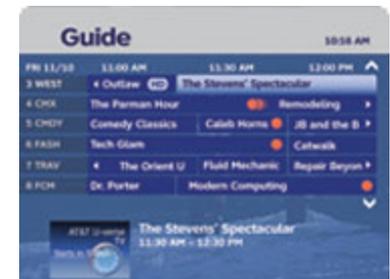
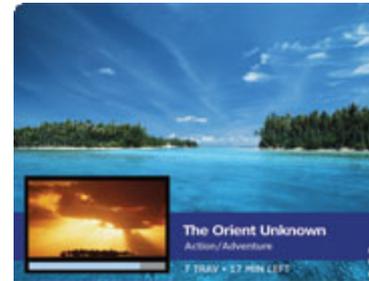
Computer, cell phone and TV – they work better because they work together.

AT&T U-verse TV: It's cooler than cable

With U-verse TV, customers get everything they want in a video service – and so much more.

Television Entertainment. Delivered.

- Huge HD lineup
- DVR up to four programs at once
- Web and Mobile remote access to DVR
- AT&T Online Photos from Flickr
- AT&T U-bar (customize weather, sports, stocks, traffic info)
- Built-in picture-in-picture (PIP)
- Parental Controls
- YELLOWPAGES.COM TV



How a competitive alternative can benefit Belmont

You could be saving up to \$62 per month over cable with AT&T U-verse.SM

That's a savings of up to **\$744** a year!

*Data Sources: Competitor Web sites through 1/10/08. Internet package prices are for: U-verse-enabled AT&T Yahoo! High Speed Internet Express (1.5Mbps), Comcast (6.0Mbps). Comparison based on markets where U-verse available as of 1/15/08. 1 Competitor prices rounded to the nearest dollar. 2 A monthly \$10 HD Technology Fee applies for access to HD service. 3 One HD and three SD channels, or four SD channels, can be recorded to the DVR or viewed simultaneously. 4 Remote DVR access requires an AT&T Yahoo! account. Wireless phone service must be purchased separately. All rates shown are standard rates, not promotional rates. Prices, dates, and programming subject to change. Prices do not include taxes, city video cost-recovery fees, and other fees.

Compare packages & features	AT&T U-verse U300 Double Pack	Comcast Digital Preferred Plus with 1 Premium + Internet
Base price for TV & broadband Internet per month.	\$104	AS HIGH AS \$133 ¹
HD-ready receiver ² including one DVR fee per month.	\$0	AS HIGH AS \$28 ¹
Wireless networking fee per month.	\$0	AS HIGH AS \$5 ¹
Record up to four different shows at once with the included DVR.	\$0	Not available
Program your DVR remotely via the Internet on any PC and your wireless phone from AT&T	\$0	Not available
MONTHLY SAVINGS WHEN YOU HAVE AT&T U-VERSE	BEST PRICE!	UP TO \$62 MORE
WHAT YOU PAY-FOR WHAT YOU GET!	JUST \$104	AS HIGH AS \$166¹
TV + high-speed Internet with wireless home networking		

Critics agree: U-verse is a hit!

San Francisco Chronicle TECHNOLOGY AND BUSINESS

★★★★ SECTION E Monday, February 26, 2007 Online: sfgate.com/business

REVIEW

It exceeds satellite, cable in many ways

Ryan Kim, CHRONICLE STAFF WRITER

The concept of a telephone company providing television service sounds vaguely groundbreaking and almost revolutionary.

You mean the same people I pay my phone bills to are now going to be my television provider a la cable or satellite? You bet.

AT&T's budding U-verse TV service delivers a full plate of television programming through upgraded DSL. It's not unlike the switch achieved by cable companies such as Comcast, which are now offering voice telephone service, though the task is considerably harder.

Still, the delivery of video through existing phone infrastructure is not quite a cause for wonderment, at least for the TV savvy. The U-verse experience is more a collection of thoughtful



Lori Kingshott and Alan Hugo of Danville were among the first to get AT&T's U-verse cablelike television service. PAUL CHEN/THE CHRONICLE

"We've not seen change in the cable TV space at this pace, ever...It's the competition that's driving these changes."
-Jeff Kagan, Industry Analyst

San Jose Mercury News

www.mercurynews.com

MONDAY, DECEMBER 31, 2007

Takahashi: 2007's Tech Highlights By Dean Takahashi 12/31/2007

This year will go down as an exciting one for technology. Here are 10 things that caught my attention in 2007:

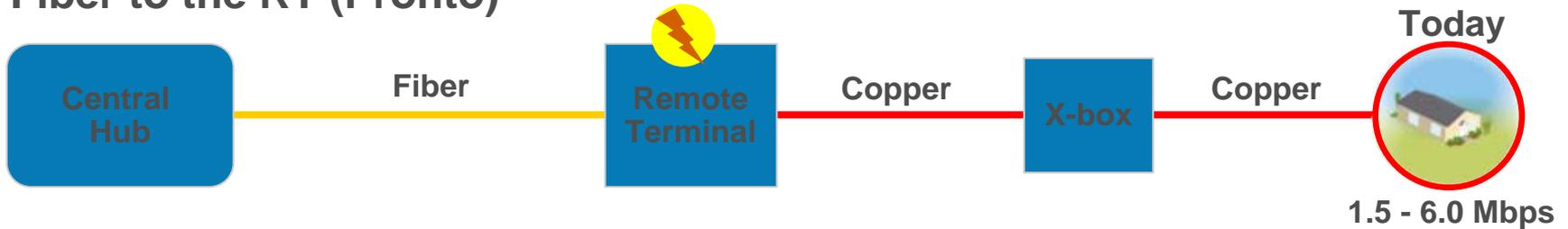
1. **Apple iPhone:** It was missing a few features but no other product generated as much hype and attention. Apple tossed out the design parameters for cell phones and came up with a device based on what you wished cell phones would be. The phone has a 3.5-inch display, a touch screen that makes it easier to use your fingers to browse Web pages, an instant link to YouTube's top videos and an easy way to call contacts or create group calls. The price started out high at \$600 but now seems like a bargain at \$400. Oh, and it doubles as an iPod, too. It is shaking up the industry and inspiring numerous copycats. You can expect more converged devices, competition from Google, and open networks that accommodate innovative devices such as the iPhone.

5. **AT&T U-Verse:** The phone companies are finally going head to head with cable TV operators thanks to Internet Protocol TV, or IPTV. AT&T's U-Verse service offers such benefits as more channels, lower rates, multiple simultaneous recording and fast-channel changing. The service is available in dozens of cities, and it's winning over customers. The phone company is finally a credible rival to both cable and satellite providers.

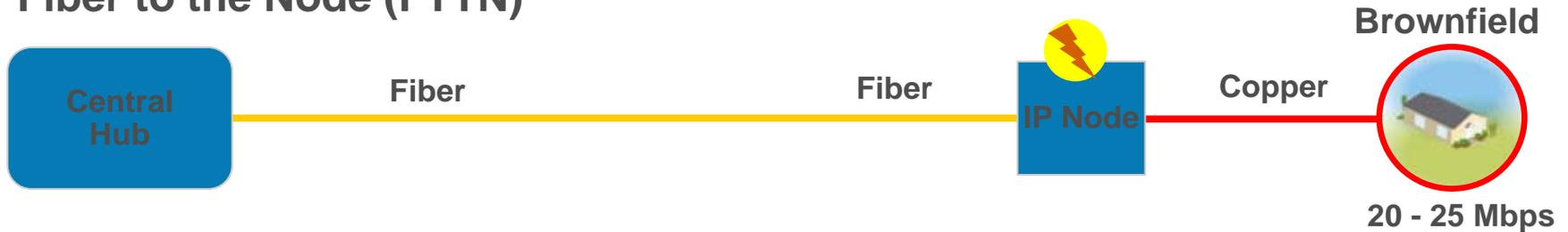
6. **WarBook:** You probably haven't heard of it unless you're a Facebook addict. But this solo playing game and

Lightspeed Access Network Overview

Fiber to the RT (Pronto)



Fiber to the Node (FTTN)

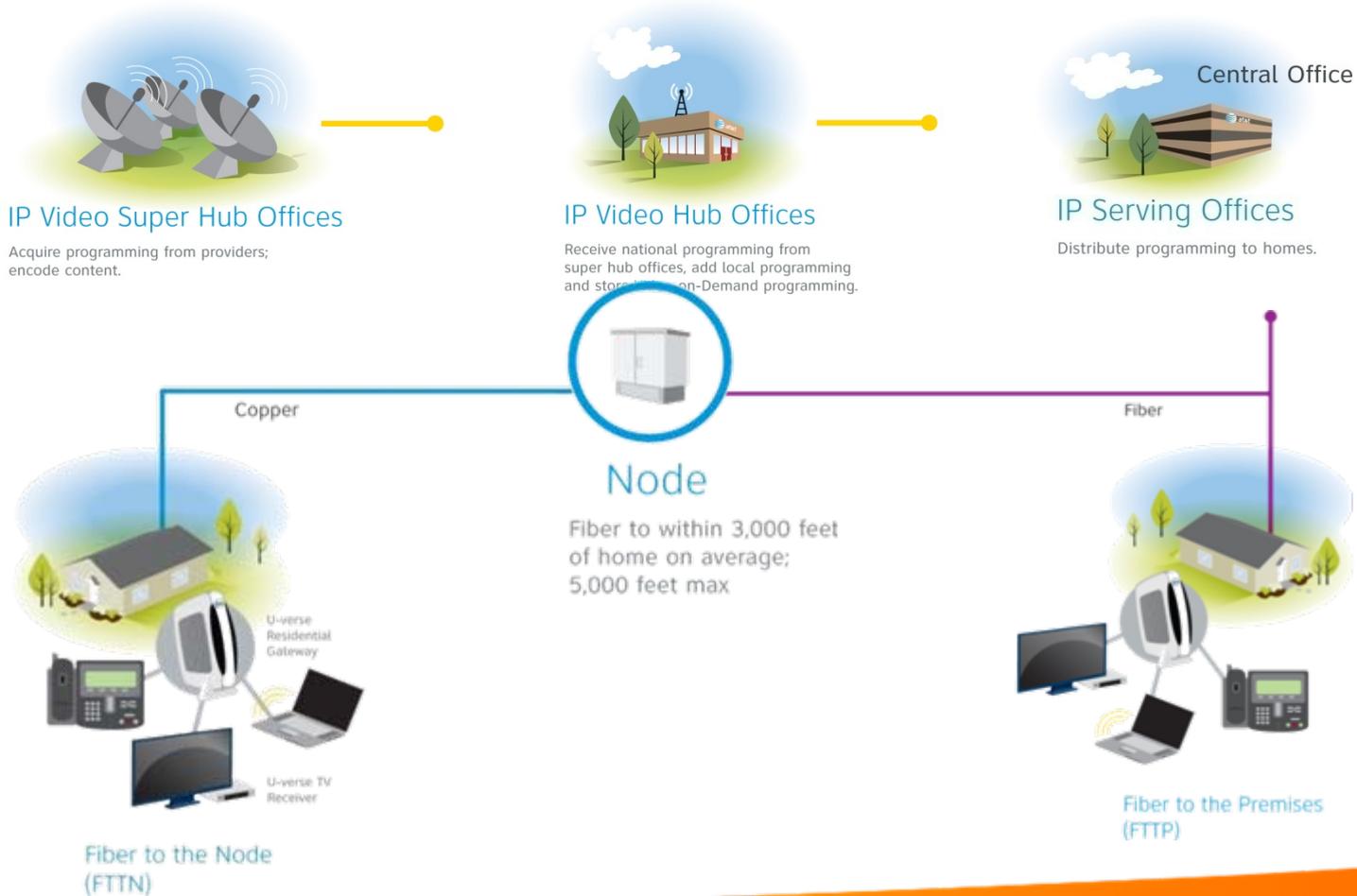


Fiber to the Premises (FTTP)



 = Network Electronics
X-box = (Cross-connect box or cabinet)

With more fiber, closer to neighborhoods, here's how AT&T delivers exciting new IP-based services



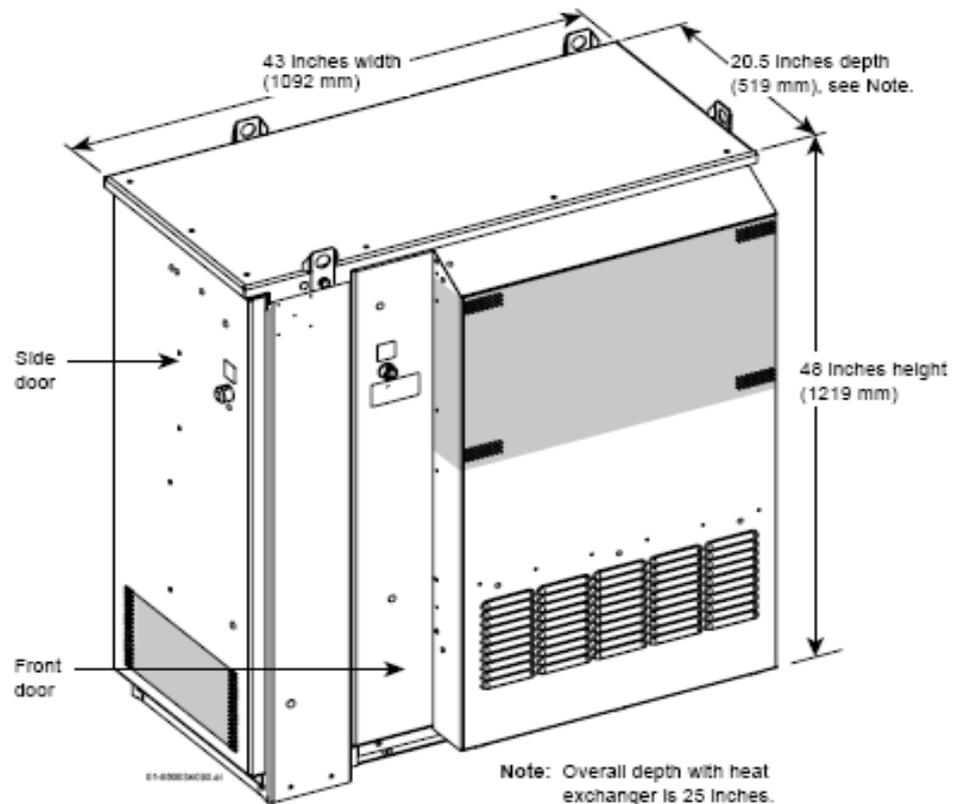
Above Ground Equipment - Cabinet Specifications

Cabinet Specifications:

Height - 48"

Width - 49.8"

Depth - 26"



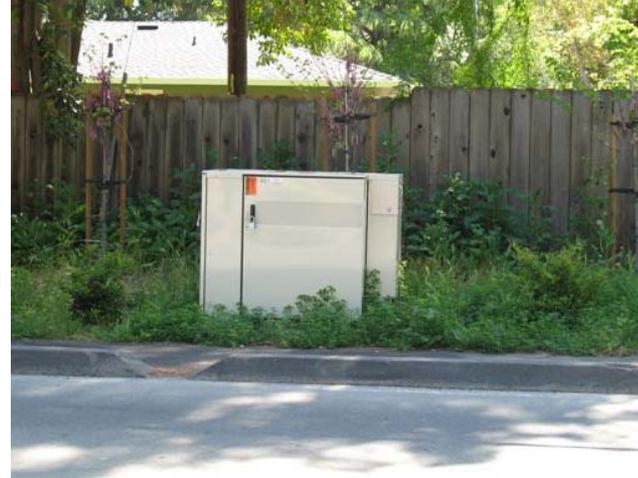
Factory applied graffiti resistant coating

Being Good Neighbors – Continuing Best Practices in Belmont

- Cabinet site selection and screening
- Neighborhood outreach and notification
- Promoting conversations
- Removing graffiti



The upgrade involves installing more fiber optic lines connected into new surface level cabinets in the public right-of-way



- We work with cities and communities to determine best possible placement
- Cities control time, place and manner
- In some cases, cabinets may be screened to blend with existing streetscape

How we communicate with neighbors:

- At the time AT&T applies for a permit, AT&T notifies residents by sending a letter.

Then...

- AT&T also advises residents via door hanger 48 hours before we begin construction.
- Residents with questions or concerns can schedule a meeting with AT&T reps

Dear Belmont Resident or Property Owner:

There are proposed construction activities in your neighborhood that you may want to be aware of as a resident or property owner. AT&T is upgrading its network in your neighborhood to offer a competitive alternative to traditional cable TV service.

As we do so, we are committed to being a good neighbor and working with communities and property owners. You'll likely see signs of our upgrade progress.

Construction is due to begin in two days and takes about [XX] working days to complete. This will be done with the utmost consideration to your and your neighbors.

If you have any questions, please contact Robert Keating xxx-xxx-xxxx.

Thank you.

AT&T Rapid Response - Removing Graffiti

- AT&T's Lightspeed equipment is coated with a graffiti resistant finish that can be easily wiped clean
- AT&T technicians proactively remove graffiti from equipment during the normal course of work
- Resident or city staff can contact AT&T by calling AT&T's hotline for rapid-response clean up
- AT&T usually cleans up graffiti within 48 hours of being notified and takes great pride in AT&T's rapid response graffiti removal program

Call us
866-243-6122

 Email us
graffiti@att.com

Promoting conversations

- AT&T has a strong proven track record of working with residents in the neighborhood
- AT&T uses a notification process that gives residents an opportunity to meet with AT&T prior to cabinet installation
- AT&T is committed and proven to be flexible by its willingness to adjust cabinet placement or its openness to screen cabinets upon reasonable requests
- City staff is part of the team in the customer notification process and AT&T encourages city staff feedback
- City staff will always be informed of AT&T's progress

Working together to bring
choice, competition and
new services to the
residents of Belmont

