



NETWORK

EXPERTISE

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SERVICE

Bi-weekly Data/Voice Offer Update

Government Solutions Group

Date: 10/20/2006

CINGULAR WIRELESS MAKES BUSINESS RUN BETTER

CONFIDENTIAL AND PROPRIETARY

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Agenda

- Treo 680 Palm PDA –
- Cingular 8500/8525 Windows Mobile 5.0 PDA –
- Sierra Wireless AC875 HSDPA Modem Card –



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Palm Treo 680 Pre-Launch Briefing for Government Sales Team

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Palm Treo 680 – Features and Specifications

TECHNICAL SPECIFICATIONS

- Palm OS 5.4.9
- Quad-band GSM/GPRS/EDGE Class 10
- Intel 312 MHz processor
- 128MB ROM / 64MB RAM – 64 MB user-available memory

FEATURES

- 2.2" 320 x 320 pixel, 65K color display
- PTT Capable (software upgrade expected Q1, 2007)
- SDIO Expansion card slot – accepts up to 2 GB memory card
- Camera and Non-Camera versions
- Bluetooth 1.2 (tethering)/ Infrared / USB
- PocketTunes Media Player – support for streaming audio
- Speakerphone and Voice Memo
- 1200mAh Li-ion Battery -- 4 hrs talk / 6 days standby

APPLICATIONS

- **Corporate and Personal Email Solutions**
 - XpressMail / Good Mobile Messaging / BlackBerry Connect (Q1, '07) / Microsoft Direct Push (Q1,'07)
- **Office Applications***
 - Docs2Go – create and edit Word and Excel; review Powerpoint and PDFs
 - Synchronizes with MS Outlook

DIMENSIONS

- 4.41 in. (L) x 2.36 in. (W) x 0.88 in. (T)
- 5.28 oz. with Battery Pack

*Requires Docs2Go application – on CD-ROM



AVAILABILITY (TENTATIVE)

Tech. Acceptance target – Oct. 20

Launch target – Nov. 5

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Palm Treo 680 – Enhanced User Interface



Five tabs give quick access to all features:

- **Dial Pad**
- **Favorites (pictured) – customize access to frequently used features**
 - Speed dial
 - Favorite applications
 - Frequently visited URLs
- **Home Screen**
 - Customize with images (wallpaper)
- **Contacts**
 - Searchable by text entry
- **Call Log**
 - Holds thousands of entries

MyTreo application

- **Onboard user guide, tips and tricks and support information**



Palm Treo 680 -- Value Proposition

- **Cingular-exclusive device**
- **PDA capability at a Smartphone price:** debuts at \$174.99 best price (**tentative**)
- **Palm Ease of Use:** Palm OS is still recognized as the easiest device OS to use. Palm further enhances the simplicity of Palm OS with the enhanced user interface on Treo 680 which gives quick access to all phone features and major applications (Calendar/Web/Email, etc.).
- **Business/Personal email applications:** Customers can choose from a variety of email and messaging options to access their corporate and personal email, including Good Mobile Messaging, XpressMail, Blackberry Connect (expected Q1, 2007) and Microsoft Direct Push (expected Q1, 2007)
- **LOB applications platform:** Support for TeleNav and a broad portfolio of horizontal and vertical applications
- **Push to Talk Capability:** PTT software upgrade expected in Q1, 2007
- **Rich multimedia experience:** With MEdia Net, personal email, chat-style SMS/MMS, pending IM capabilities (Thumbspeed), and an integrated multimedia suite with PocketTunes to play music, stereo headset jack, and VGA camera with video capture/playback



Cingular's Palm Portfolio -- Device Comparison



Palm® Treo™ 650 smart device



Palm® Treo™ 680 smart device






Palm® Treo™ 750 smart device



Radio	GSM/GPRS/EDGE Class 10 Quad band: 850/900/1800/1900MHz	GSM/GPRS/EDGE Class 10 Quad band: 850/900/1800/1900MHz	UMTS bands 850/1900/2100 GSM/GPRS/EDGE 850/900/1800/1900MHz
Memory	32MB (23MB available to user)	64MB available to user	128MB (60MB available to user)
Expansion Card	MultiMediaCard/SD/SDIO	MultiMediaCard/SD/SDIO	miniSD
Operating System	Palm OS® 5.4.8	Palm OS 5.4.9	Windows® Mobile® 5.2
Processor	Intel® PXA270 312 MHz	Intel PXA270 312 MHz	Samsung 300MHz
Display	320 x 320 color touchscreen	320 x 320 color touchscreen	240 x 240 color touchscreen
Built-in keyboard	5-way navigation key; full QWERTY keyboard	5-way navigation key; full QWERTY keyboard	5-way navigation key; full QWERTY keyboard
Included email	Versamail® 3.1, Xpress Mail™	Versamail 3.5, Xpress Mail	Outlook Mobile®, Xpress Mail
Messaging	SMS/MMS	SMS/MMS	SMS/MMS
Web browser	Blazer® 4.0	Blazer 4.5	Internet Explorer Mobile®
Dial-up networking	Via Bluetooth®/USB sync cable	Via Bluetooth	Via Bluetooth/USB sync cable
Digital camera	VGA (300 kilopixel) with video capture	VGA (300 kilopixel) with video capture	1.3 megapixel with video capture
MP3 player	Real Player	Pocket Tunes	Windows Media Player 10 Mobile
Size	4.4" (h) x 2.3" (w) x 0.9" (d)	4.4" (h) x 2.3" (w) x 0.8" (d)	4.4" (h) x 2.3" (w) x 0.8" (d)
Weight	6.3 ounces	5.5 ounces	5.4 ounces
Bluetooth version	1.1	1.2	1.2
Battery Life	Up to 5.0 hours talk time, over 300 hours standby time	Up to 4.0 hours talk time and up to 300 hours standby time	Up to 4.0 hours talk time and up to 250 hours standby time



Palm Treo 680 -- Competitive Comparison vs. Treo 700p/w

	Cingular	Sprint PCS/Verizon Wireless	Sprint PCS/Verizon Wireless
Brand	Palm	Palm	Palm
Image			
Model	Treo 680	Treo 700P	Treo 700W
Operating System	Palm OS v5.4	Palm OS v5.4	Windows Mobile 5.0 Pocket PC Edition
Communication	GPRS/EDGE (850/900/1800/1900)	1xRTT/EVDO (850/1900)	1xRTT/EVDO (850/1900)
International Roaming	Voice roaming to over 180 countries; data roaming to over 100 countries	VZW - 22 countries; Sprint - 35 countries	VZW - 22 countries; Sprint - 35 countries
Wireless Data Speeds	70-135 kbps	400-600 kbps	400-600 kbps
Processor Speed	Intel 312 MHz	Intel 312MHz	Intel 312MHz
ROM/RAM	128 MB/64 MB	64 MB/64 MB	128 MB/64 MB
User-Available Memory	64 MB	60 MB	60 MB
Keyboard	Integrated QWERTY	Integrated QWERTY	Integrated QWERTY
Camera	VGA (300 kilopixel)	1.3 megapixel	1.3 megapixel
Non-camera available?	Yes (BMG Only)	No	No
Expansion Slot Format	SDIO	SDIO	SDIO
Wi-Fi	No	No	No; Wi-Fi SDIO Card available
Bluetooth	v1.2	v1.2	v1.2
Integrated GPS chipset	N	N	N
PTT	Q1, 2007 upgrade	N	N
Talk/Standby time	Up to 4 hours/Up to 12.5 days	Up to 4.5 hours/Up to 12.5 days	Up to 4.7 hours/Up to 15 days
Best Published Price	\$249.99	\$399.99 Sprint; \$299.99 VZW	\$399.99 Sprint; \$299.99 VZW
Availability	Q4, 2006	Now	Now

Treo 700 Advantages

- 3G speeds
- Higher-resolution cameras
- Slight advantage in talk time

Treo 680 Advantages

- Price -- \$50 to \$100 cheaper
- International Roaming
- Enhanced phone UI
- Slight advantage in user-available memory
- PTT Capability (Q1, 2007)
- BBC and MSFP (Q1, 2007)
- Non-camera version



Palm Treo 680 – Training and Advertising

Training Resources

- Learning Edge class available 10/30 (tentative)
- CSP page available 10/30 (tentative)
 - Sales tools & collateral, device specs, training tools, product reviews
- Palm webinars planned for mid-November

Advertising and PR

- News release -- week of November 6 (assuming TA on 10/20)
- \$2-3M Advertising campaign for Q4, 2006
 - National print & online targets
 - Funded by Palm
 - Transactional focus on driving customers to sales channels
- Treo 680 – Good campaign for enterprise/IT in development
- Treo 680 will also figure prominently in Palm brand campaign launching Q4

FPO

Not just a cell phone. A Treo.

The NEW Treo® 680 smart device, exclusively at Cingular® for only \$199!

EMAIL • PHONE • WEB • PALM OS® • PDF VIEWER • SMS • MMS • 3G SPEED • CAMERA • VIDEO • MP3

It's time for a new kind of mobile. Not just the kind that offers smart features like email, web browsing, texting, and more. But one that lets you do all these smart things with the kind of ease and efficiency you can only get from Palm. Open an email attachment, update a meeting time, or edit an Excel spreadsheet. Access multiple email accounts, videos, and more. Do it all with the Palm® Treo™ 680 smartphone. Now and only from Cingular.

MICROSOFT® WORD, EXCEL®, POWERPOINT® • NEW FROM PALM ONLY AT CINGULAR • THE ALLOVER NETWORK

cingular raising the bar.™ **palm**

Call 1-866-4CWS-B2B. Click www.cingular.com/Treo680
Visit your nearest Cingular.

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Palm Treo 680 -- Pricing and Eligible Data Plans

Palm Holiday Rebate

- Palm will fund an additional \$50 off the Treo 680 during Holiday promotional period (11/5/06 – 1/6/07)
- Palm rebate will add to Cingular \$50 rebate to create a single \$100 rebate
- \$100 rebate will require activation of an unlimited data plan and a \$39.99 or higher voice plan

Pricing (tentative)

- \$424.99, no commitment
- \$349.99, 1 yr. commitment
- \$249.99, 1 yr. with UNL data plan (\$100 rebate)
- \$274.99, 2 year commitment
- BEST price: \$174.99 with UNL data plan (\$100 rebate)

Data Plans

- PDA Connect Plans
- PDA Connect for Good Plans
- Blackberry Connect Plans – BBC available Q1, 2007
- Microsoft Direct Push -- client available Q1, 2007
- Tethering Plans
 - Tethers via Bluetooth at launch; will add USB tethering in mid-life upgrade



Palm Treo 680 -- Features and Promotions

Feature Add-Ons

- **TeleNav – Client available on or shortly after launch**
- **Two levels of TeleNav service will exist:**
 - Download 10 routes per month for \$5.99/month
 - Download an unlimited routes per month for \$9.99/month
- **BMG Messaging Bundles**
 - 200 messages -- \$2.99/month
 - 1000 messages -- \$9.99/month
 - 3000 messages -- \$19.99/month

Promotions (at launch)

- **Retail/BMG: TeleNav bundle (tentative)**
 - Rebate for purchase of GPS device and TeleNav feature add-on
- **BMG-specific promotions**
 - Good Mobile Messaging promotion (at or shortly after launch)
 - Blackberry Connect (Q1, 2007)
 - Additional LOB applications bundles



Inventory Transition – Treo 650 to Treo 680

Treo 650 “Last Call”

- **Treo 650NC is EOL and out of stock**
 - Customers who need non-camera units should consider mCAMLock application, which disables camera on Treo 650
- **Treo 650 inventory will last through October at current run rates**
 - Additional inventory is available if we need it
- **To ensure Treo 650 inventory availability for customers with long certification cycles, please provide the following:**
 - Forecast of needed units
 - Desired period of availability
- **Special ordering processes may be required to order Treo 650 inventory after official EOL**