

February 1, 2007

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**Announcements:****Cingular Is Now the New AT&T**

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news to  
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and Defence  
Media around  
the world.



## **Advertising, Re-Branding Efforts Begin, Will Continue Throughout 2007**

**San Antonio, Texas, January 12, 2007**

AT&T, the standard bearer of communications excellence for more than a century, is getting younger on Monday, when the company folds the six year-old Cingular wireless name into the iconic AT&T brand.

Starting Monday, Jan. 15, AT&T Inc. (NYSE:T) is launching a new multi-media campaign to begin transitioning the Cingular brand to AT&T in advertising and customer communications, throughout Web sites and nationwide retail stores, and on company buildings and vehicles.

"Around the world, our customers recognize the AT&T brand for meaningful innovation, a commitment to customer service, high quality and exceptional reliability," said Edward E. Whitacre Jr., chairman and CEO of AT&T. "AT&T, BellSouth and Cingular are now one company, and going to market with our services under one brand is the right thing to do."

"Services are converging and the lines between wireless and wireline are increasingly blurred," said Boyd Peterson, analyst, Yankee Group. "Customers want simplification. By uniting the three company names into one, AT&T has simplified its message to the marketplace."

While the AT&T logo will be prominent in all advertising and communications, the ads will initially include a transitional graphic with both the AT&T and Cingular logos. The co-branded element will help underscore the association of the two companies and transfer Cingular's strong brand equity to the new AT&T. During the transition, the campaign will integrate popular imagery, phrases and icons from Cingular's traditional advertising, including the "raising the bar" tag line, the "Jack" character and the color orange.

Each transition campaign element will conclude with the Cingular and AT&T logos coming together while an announcer states that "Cingular is now the new AT&T." The broadcast spots will conclude with an animation in which the "Jack" character appears to "skywrite" the AT&T globe.

The campaign will kick off with several creative executions called "Raising It Higher," which morphs Cingular's familiar "raising the bar" tag line and imagery into the AT&T globe. The first version of this creative execution is called "Grain," which shows a combine harvesting wheat and appears to be drawing the Cingular five bars, but as the picture zooms out, the AT&T globe comes into focus. Both broadcast TV and print executions are scheduled to start the week of Jan. 15.



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Additional spots called "Jets" and "Cars" will start appearing in the coming weeks. Additionally, over the coming months, AT&T will add new creative executions. The brand ads will be complemented soon by call-to-action product ads that will carry similar transitional branding elements.

As part of the re-branding initiative, approximately 2,000 nationwide company-owned wireless retail outlets and store kiosks will be transitioned over the coming year with AT&T-branded signage. Additionally, the approximately 15,000 personnel in these stores and kiosks will begin wearing AT&T-branded apparel in the coming months.

Callers will begin to hear the AT&T name mentioned on Cingular voice greetings in the coming weeks. Merger-transition messages will be placed on envelopes with customer billing starting in the coming weeks, and communications and the AT&T logo will begin to appear on customer bills starting in the coming months. Customers should watch the "remit to" line for when to make checks out to AT&T; those customers who pay their bills electronically or via credit card deduction will be notified as procedures change.

Customers will continue to see existing Cingular product and service names until all necessary legal and regulatory name-change filings are complete. The use of the AT&T and Cingular co-branded graphic will continue until customer awareness levels that Cingular has joined with AT&T are high. Once the transition ends, the color orange will continue to be associated with AT&T's wireless services, while the Cingular brand will be phased out.

AT&T estimates that 20 percent of the operating expense savings from the AT&T-BellSouth merger will come from advertising, as all operations are moved under a single brand. Previously, the three companies each supported distinct brands with three separate advertising campaigns.

AT&T is not disclosing the amount of the brand-transition campaign or media buy.

#### AT&T Emerging Media Retail Experience

Parallel with its re-branding efforts, AT&T is expanding its retail strategy to take advantage of Cingular's significant retail presence; thousands of stores nationwide are visited by millions of customers each month.

AT&T is creating an in-store "emerging media experience" where consumers can experience products and services before they purchase. Knowledgeable store personnel will be available to guide consumers through product trials and purchasing decisions.

AT&T has expanded its reach in its 13-state pre-merger local service territory, installing AT&T-branded media centers at more than 375 wireless stores. At these centers consumers can learn about, see live demonstrations and order AT&T Yahoo!® High Speed Internet and, where available, AT&T U-verseSM TV or AT&T HomezoneSM.

*The Winvale Group*

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challenge of  
selling to the  
Government

Through a  
**GSA**  
Schedule  
Contract



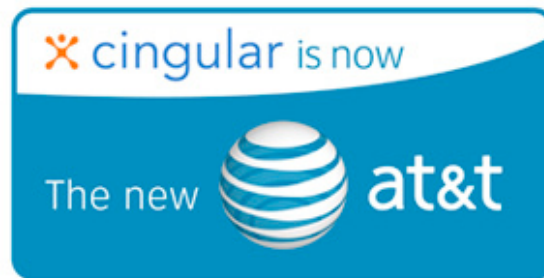
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To help customers in many of these stores, AT&T will hire approximately 400 new sales representatives; many are in place today. These "home solutions consultants" will help customers learn about a range of AT&T wireline services that they can bundle with their wireless services. Additionally, customers today can arrange for a combined bill for wireline and wireless services and order AT&T Yahoo! High Speed Internet service as well as other key services.

In addition, AT&T Yahoo! High Speed Internet service is available through more than 750 agent-owned wireless locations, which also will have AT&T-branded signage. Through these additional locations, customers can order broadband and soon, other services.

*Note: This AT&T release and other news announcements are available as part of an RSS feed at [www.att.com/rss](http://www.att.com/rss).*



#### **About AT&T**

AT&T Inc. is a premier communications holding company in the United States and around the world, with operating subsidiaries providing services under the AT&T brand. AT&T is the recognized world leader in providing IP-based communications services to business and the U.S. leader in providing wireless, high speed Internet access, local and long distance voice, and directory publishing and advertising services. As part of its "three screen" integration strategy, AT&T is expanding video entertainment offerings to include such next-generation television services as AT&T U-verse<sup>SM</sup> TV. Additional information about AT&T Inc. and the products and services provided by AT&T subsidiaries and affiliates is available at [www.att.com](http://www.att.com).

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**Will Sprint Gamble with Public Access WiMax?**  
January 2007

- Will WiMax compete with WiFi and 4G Cellular
- Sprint is Expected to Gamble with Open WiMax Service
  - But will it payoff?
  - Additional Analysis

Greetings!

This article is contributed by industry expert, Robert Crago.

MobileIN.com is accepting articles from experts in all mobile and wireless areas. Submit your article to [Articles@MobileIN.com](mailto:Articles@MobileIN.com).

**Sprint is Expected to Gamble with Open WiMax Service**

Sprint stunned the cellular industry when it announced their long-range goal of building a fully WiMAX "Best-In-Breed" 4G solution over the next four years. The wireless industry watches Sprint's every move.

Sprint released a statement indicating their network would be a closed system architecture with a plan to move towards an IP open system in support of multiple devices. This announcement brought out the critics of WiMAX, with statements regarding the non-capability of WiMAX in a mobile environment, its lack of standards and its unproven revenue model. The current costs of chipsets and a lack of a mobile standard for WiMAX prohibits Sprint from making a move to a totally open platform at this time.

[Read more at...](#)

**But will it payoff?**

WiMAX deployments will be gaining momentum, giving support to predictions that the WiMAX equipment and end-user device markets are expected to grow from \$42 million (USD) in 2006 to \$3 Billion (USD) in 2010.

The vision of a fully mobile broadband service which addresses the needs of the consumer has captured the attention of most of the major providers and vendors in the world. What characterizes the technology roll-out is a divergence of approaches which has a direct impact on the various business models and is relative to revenue streams. The market drivers of the wireless broadband services are from three sources; the vendors, the providers and the standards organizations. The playing field is set, the players are in place and now the game begins. Which ones will win?

[Read on...](#)

**Additional Analysis**

In his research, Wireless Broadband Service The WiMax Industry, Robert identifies that Worldwide WiMax Wireless Broadband Service subscriber base is predicted to reach 48 million by 2010.

For more information and coverage of major vendors including Fujitusu, Nortel, Motorola, Samsung, Alcatel, and Nokia see:

[http://www.mobilein.com/reports/MC/WirelessBroadband\\_WiMax.php](http://www.mobilein.com/reports/MC/WirelessBroadband_WiMax.php)

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**Contact Information**

email: [alex@mobilein.com](mailto:alex@mobilein.com)  
web: <http://www.MobileIN.com>

## Industry News:

### **DOD's Grimes: Our Focus is on Data**

The Defense Department is concentrating on a data-centric strategy to move toward open systems based on service-oriented architecture (SOA) standards, John Grimes, assistant secretary of Defense for networks and information integration/chief information officer, said at a recent conference.

### **The National Crime Information Center (NCIC): Some Success Stories**

When a New York City police officer on patrol in 1967 radioed a request to the FBI's new National Crime Information Center (NCIC) to run the plates of a suspicious parked car, he learned in 90 seconds that the car had been stolen in Boston a month earlier. By any measure of the day, that transaction was speedy considering it had to search 95,000 records in 15 state and city computers linked to the FBI. Fast forward to 2007, when officers query NCIC over 5 million times a day, search millions of records, and get a response in approximately .05 seconds.

### **DOD Rolls Out Radio-Over-IP Net**

The U.S. Central Command is now using its new Radio-over-IP Router Network (RIPRNET) for convoy operations in Iraq. The RIPRNET links analog radios to a network capable of transmitting signals regardless of distance or geography, using commercial technology. The Air Force announced Jan. 19 that RIPRNET has reached a milestone that allows further development work to continue, known as initial operational capability. The system hopes to eliminate the need for dangerous manned radio relay stations in Iraq.

### **Educating Vajda**

The U.S. Department of Education's (ED) newly minted CIO is poised to revamp the agency's IT processes with military precision. With years of experience in the geopolitical theater and other federal agencies, William E. Vajda's task is to modernize and standardize the use of technology so it benefits both the department and the constituents it serves. Vajda, who has consistently straddled the public and private sectors in his career, joined the department in July 2006 to revamp its entire technology framework.

### **DARPA Extends Wireless Revolution**

The Defense Advanced Research Projects Agency's Strategic Technology Office wants vendors and researchers to help it start a wireless revolution for battlefield tactical networks that goes beyond the mobile ad hoc networks (MANETs) first proposed in 1997.

### **Will IT Get a Passing Grade?**

No Child Left Behind (NCLB), a federal law to improve public education, has been criticized for only measuring student performance at a single point in time, rather than for the duration of a child's academic career. But that problem may be changing. For perhaps the first time in history, technology has the potential to not only enhance student learning, but also create a comprehensive framework for measuring and assessing student performance at the district, state and ultimately national level.



5 Keys to

Protecting Your  
Confidential  
Information

What Every  
Government  
Executive  
Should Know



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### **GSA Express Program to Shorten Time it Takes to Get on Schedule**

When she became administrator of the General Services Administration one of Lurita Doan's goals was to decrease the time and burden for vendors to get on the Federal Supply Schedules. Doan figured contractors in turn would pass those savings to the government. GSA is trying to hold up its end of Doan's plan. The Federal Acquisition Service late last week revealed the new FAS Multiple Award Schedule Express program.

### **GSA Aims to Raise Mileage Reimbursement in February**

Pending approval by the Office of Management and Budget, the rate at which federal employees are reimbursed for using their personal vehicles on government business will rise to the highest level ever next month. The mileage reimbursement rate will increase from 44.5 cents to 48.5 cents per mile effective Feb. 1, according to a General Services Administration announcement Monday.

### **CIO Council Releases 2007-2009 Strategic Plan**

The Federal Chief Information Officers (CIO) Council released their Strategic Plan, 2007-2009, which includes the Council's vision, mission, objectives, activities, and performance indicators as well as an accountability process in order to strengthen Government-wide IT management practices. The Strategic Plan represents the culmination of efforts by CIO Council members and their volunteer staff members over the past five months to coordinate a plan that effectively and strategically utilizes technology government-wide to better serve the Nation's citizens.

### **Homeland Funds Provide Mobile Computers to Kentucky First Responders**

Governor Ernie Fletcher visited Toyota Motor Manufacturing Kentucky in Georgetown today to break ground on a widening project on I-75 in Scott County and to present a homeland security check to provide mobile data computers to area first responders. "Kentucky's highway infrastructure is one of our Commonwealth's greatest assets," said Governor Fletcher. "The improvements we make to our transportation network enhance the quality of life for our residents and serve as the foundation for new economic opportunities.



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## **Solution Provider News:**

**Vincera, Inc. Announces Patent-Pending Document Threading Capability In Its VIP Document**

### **Security Software**

Vincera, Inc., the document security company whose software allows their clients to protect, monitor, measure and manage the e-distribution of intellectual property and content that contains sensitive or personal data, today announced the launch of its patent-pending document threading capability. Vincera Document Thread is now a standard, integral feature of Vincera Intelligent Protection (VIP), Vincera's flagship document security software product.

### **Avaya Expands Unified Communications Solutions for IBM Lotus Users**

Avaya announced significant additions to its suite of Unified Communications solutions at Lotusphere, IBM's annual user conference for Lotus software. The new applications expand Avaya's established portfolio of solutions for the Lotus platform and extend the company's strategy to change how businesses deliver strategic communications and collaboration tools to workers wherever they are, on any network, platform or device. Avaya is a global provider of business communications applications, systems and services..

### **Made in IBM Labs: IBM Software to Safeguard Consumer Identity on the Web With "Identity Mixer"**

IBM announced software that allows people to hide or anonymize their personal information on the Web, ensuring protection from identity theft and other misuse. Developed by researchers at IBM's laboratory in Zurich, Switzerland, the software -- called Identity Mixer -- will enable consumers to purchase goods and services on the Internet without disclosing personal information.

### **Information Builders Joins IBM's ISV Advantage Initiative**

Information Builders, a leading enterprise integration and business intelligence (BI) software company, has joined IBM's ISV Advantage Initiative, a program designed to provide independent software vendors (ISVs) with technical and marketing support. IBM's ISV Advantage Initiative helps Information Builders better meet the business intelligence needs of small and medium businesses (SMBs) as customers strive to integrate processes and applications internally and externally and to quickly respond to changing market opportunities on demand.

### **Princeton Softech Delivers Enhanced Archiving and Testing Capabilities for Siebel**

Princeton Softech, the market leader in enterprise data management, today announced the general availability of its Optim Siebel Solution, Version 2.0, and the introduction of its Optim Siebel Solution for Test Data Management, Version 2.0. Princeton Softech provides expanded enterprise data management capabilities with the first and only test data management solution for Siebel sites. Test data management delivers comprehensive subsetting and intelligent data masking and transformation capabilities to help companies protect confidential data in the often overlooked application development and testing environments.

### **Alternative Technology, Inc. Expands Enterprise Gateway Suite With Addition of Secure Computing's Messaging Gateway Solutions**

Secure Computing Corporation, a leading enterprise gateway security company, and Alternative Technology, Inc., the leading specialty distributor of security and access infrastructure solutions,



today announced that Alternative Technology will expand upon its enterprise gateway offerings by carrying Secure Computing's award-winning Messaging Gateway solutions. The integration of these solutions across Alternative Technology's Secure Computing (R) product offerings will provide value added resellers (VARs) additional opportunities to meet the growing security needs of their customers.



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## **Awarded Contracts:**

### **Navy Signs SAIC for IT Services**

Navy Personnel Command will receive IT support services from Science Applications International Corp. through a five-year, \$52.9 million contract. Under the contract, SAIC of San Diego will provide support for manpower, personnel, training and education aspects of the Navy Personnel Command in Millington, Tenn.

### **HHS Seeks Trial Health IT Network**

The Health and Human Services Department will seek proposals in March or April for a contract to develop a trial implementation of core elements of a nationwide health information network. HHS plans to award the contract in June or July, said John Loonsk, director of the Office of Interoperability and Standards in the Office of the National Coordinator for Health IT.

### **Navy Seaport-e Subcontract Goes to WFI**

A subcontract to help deliver administrative support services to the Naval Undersea Warfare Center Division has been awarded to Wireless Facilities Inc. from Technology Inc. The SeaPort Enhanced, or SeaPort-e, task order is for the division's facilities in Keyport, Wash. WFI estimates its portion of the \$9 million contract to be about \$4 million. Under the task order, WFI and Indus will help support the Undersea Warfare Center Division through a variety of organizational sectors. Both companies are based in San Diego. The task order is WFI's third with the division in 18 months.

### **IRS Awards General Dynamics Support Contract**

The IRS awarded General Dynamics Corp. a \$23 million contract to provide systems support for the Software Development Life Cycle project for its tax administration applications. General Dynamics will provide support such as individual programming activities and project management efforts. The contract duration is five years and has a value of \$23 million if the IRS exercises all options.

### **AT&T Receives VA Network Contract**

AT&T Inc. has been awarded a \$17.2 million order from the Veterans Affairs Department to assist with the development of a single-backbone, multiprotocol label switching network. The MPLS network will supply additional bandwidth to VA's current network and support its dual-carrier architecture. The General Services Administration awarded the three-year contract on behalf of VA under the Federal Technology Service 2001 Long Distance Crossover program.

### **WFI Wins Seaport-e Administrative Support Subcontract**

A Wireless Facilities Inc. has won a subcontract from Indus Technology Inc. to help deliver administrative support services to the Naval Undersea Warfare Center Division. The SeaPort Enhanced, or SeaPort-e, task order is for the division's facilities in Keyport, Wash. WFI estimates its portion of the \$9 million contract to be about \$4 million.

### **Pearson Performance Solutions Awarded Curriculum Development Contract by the United States Air Force.**

Pearson Performance Solutions (PPS), a leading provider of strategic workforce solutions, has been awarded the contract for the provision of Total Force Competencies Curriculum Development for the Air Force Squadron Officer College at Maxwell Air Force Base, Alabama by the Department of the Air Force, Air Education and Training Commands. Under the contract PPS will develop eight web-supported courses, four field practica, and a faculty readiness module to support company grade officer (CGO) development in accordance with the AF/A1 Total Force Competencies List



(TFCL).

### **Lockheed Martin Wins \$135 Million CDC Contract**

Lockheed Martin was selected by the Centers for Disease Control and Prevention (CDC) to continue providing support to the Agency's Coordinating Office for Terrorism Preparedness and Emergency Response (COTPER). This is a single award, five-year contract, with an estimated program value of \$135 million.

## **GSA RFP:**

### **GSA to Award New Contract for ID Card Services**

The General Services Administration last week began implementing a new strategy for providing about 420,000 federal employees from 40 agencies with standardized high-tech identification cards.

### **GSA Issues RFQ for HSPD-12 Replacement Contract**

The much-anticipated replacement contract for the General Services Administration's Homeland Security Presidential Directive-12 managed-service office asks vendors to provide assistance to agencies in handing out smart cards and developing card management systems for at least 40 agencies and 420,000 federal employees.

### **GSA Issues WITS 3 Request for Proposals**

The General Services Administration has released a request for proposals for the Washington Interagency Telecommunications 3 contract, despite being on the verge of awarding the \$20 billion Network telecommunications contract.

### **DHS Announces \$445 Million to Secure Critical Infrastructure for 2007**

The Department of Homeland Security (DHS) released fiscal year 2007 grant guidance and application kits for five grant programs that will total roughly \$445 million in funding for state, local and private industry infrastructure protection initiatives. These five programs comprise the Infrastructure Protection Program (IPP), which to date have provided more than \$1.5 billion in grants to strengthen security at critical facilities ranging from chemical plants to mass transit systems and seaports.



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## **ConVurge News:**

### **ConVurge Announces Partnership with Cingular Wireless**

**CHICAGO,IL and WASHINGTON DC Tuesday January 22, 2007**

Cingular Wireless, now the new AT&T, has joined ConVurge as the leading mobile solution provider and council chair at the MobileGOV 2007 Strategic Intelligence Council Meeting. On April 1-3 2007 leading solutions providers, industry experts and government officials will come together to discuss solutions, initiatives and trends in mobile technology at MobileGOV 2007.

"There are several pressing issues facing wireless communications today. First, the lack of interoperability between cellular and land mobile radio networks, and between disparate land mobile networks themselves due to frequency or technology differences," said Stacey Black, Strategic Program, Cingular Wireless. "Secondly, as broadband technology becomes more prevalent, the industry needs to understand the unique requirements for government wireless users for information security, spam/intrusion prevention, network availability and Quality of Service (QoS). Lastly, the industry needs to debunk the myth that commercial wireless networks are not, nor ever will be suitable for mission critical communication in terms of survivability and recoverability from disasters."

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## **"Super Lawyer" Kevin Besetzny Joins ConVurge as General Council and CFO**

**CHICAGO, IL (January 19, 2007)**

Kevin S. Besetzny, of Besetzny Rzepczynski Vivar LLC, was recently ranked in the top 3 percent of all Illinois lawyers, has begun another exciting chapter in his career. (Super Lawyers nominates the top 3% of lawyers that practice in a given state and Mr. Besetzny was selected for Illinois.) Mr. Besetzny has signed with ConVurge as General Counsel and Chief Financial Officer, bringing with him over 18 years of legal experience. Kevin joins ConVurge just as it announces another important milestone, the creation of its new GOVintel division (The Government Intelligence Center for Excellence). Mr. Besetzny will be overseeing legal issues, financial strategy, and providing general operational and strategic counsel as an advisor to CEO, Kelly Yocum.

Mr. Besetzny earned both his bachelors and his law degree from Loyola University of Chicago and has practiced before numerous courts across the country. He has extensive trial and appellate experience in matters that include commercial and business litigation, professional liability, securities and regulatory litigation. Kelly Yocum, CEO of ConVurge stated, "ConVurge is very fortunate to have someone like Kevin playing such a vital role with the company. I am confident that his experience and insights will help lead ConVurge toward continued growth."

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## **Kevin Jackson Joins Government Technology Research Alliance as Director of Strategy**

**CHICAGO, IL and WASHINGTON, D.C. JANUARY 16, 2007**

Government Technology Research Alliance, the Government Intelligence Center for Excellence within ConVurge, announced today that Kevin Jackson will act as Director of Strategy for the non-profit organization with involvement in strategic initiatives, research analysis, curriculum development, and leadership.

Jackson joins Government Technology Research Alliance as a recognized expert in the application of advanced technology in support of business processes, middleware, service oriented architecture, wireless data communication, and over 16 years of multi-industry expertise. With his experience at leading organizations such as IBM, JP Morgan Chase, Tera Research, and SENTEL, and his 15 years of service in the Navy, Jackson brings tremendous expertise and respect from both the public and private IT communities.

"Kevin has an incredible amount of in-depth knowledge and expertise in government and technology which will provide a medium for public/private sector collaboration on a much needed level as a trusted advisor." said Kelly Yocum, CEO of ConVurge. "He has always played a vital role in the Annual Strategic Intelligence Council Meetings with the federal government so we are excited to have such a valuable addition to our team."

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## **Save the Date:**



**April 1-3, 2007**  
**[www.MobileGOV.org](http://www.MobileGOV.org)**

## **MobileGOV Scope:**

Authentication  
Convergence  
COOP  
Implementation  
Interoperability  
IPv6  
RFID  
Satellites  
Scalability  
Spectrum Management  
Telework  
Training

**MobileGOV Highlighted Speakers:**

	<p><b>Ron Jost</b> Deputy Assistant Secretary of Defense for C3 Space and Spectrum <b>US Department of Defense</b></p>
	<p><b>John McManus</b> Deputy CIO <b>US Department of Commerce</b></p>
	<p><b>Peter Tseronis</b> Director of Network Service, Office of the CIO; Co-Chair, Federal IPv6 Working Group <b>US Department of Education</b></p>
	<p><b>Dr. Bill Mularie</b> CEO <b>Telework Consortium</b></p>
	<p><b>Glen Hoffman</b> SPAWAR PMW-160 Wireless Lead/Technical Authority <b>NAVY</b></p>

**MobileGOV Research Committee:**

**Stacey Black**, *Cingular Wireless*  
**Michael Castagna J. CISSP**, *National  
Aeronautics and Space Administration*  
**Bob Gourley**, *US Department of Defense*  
**Dr. John H. Hnatio**, *ThoughtQuest LLC*  
**Glen Hoffman, B.S.**, *US Navy*  
**John B. Hooder**, *US Department of Defense*  
**Anamaria Matos**, *US Department of Veterans  
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