

AT&T Fiber Overview

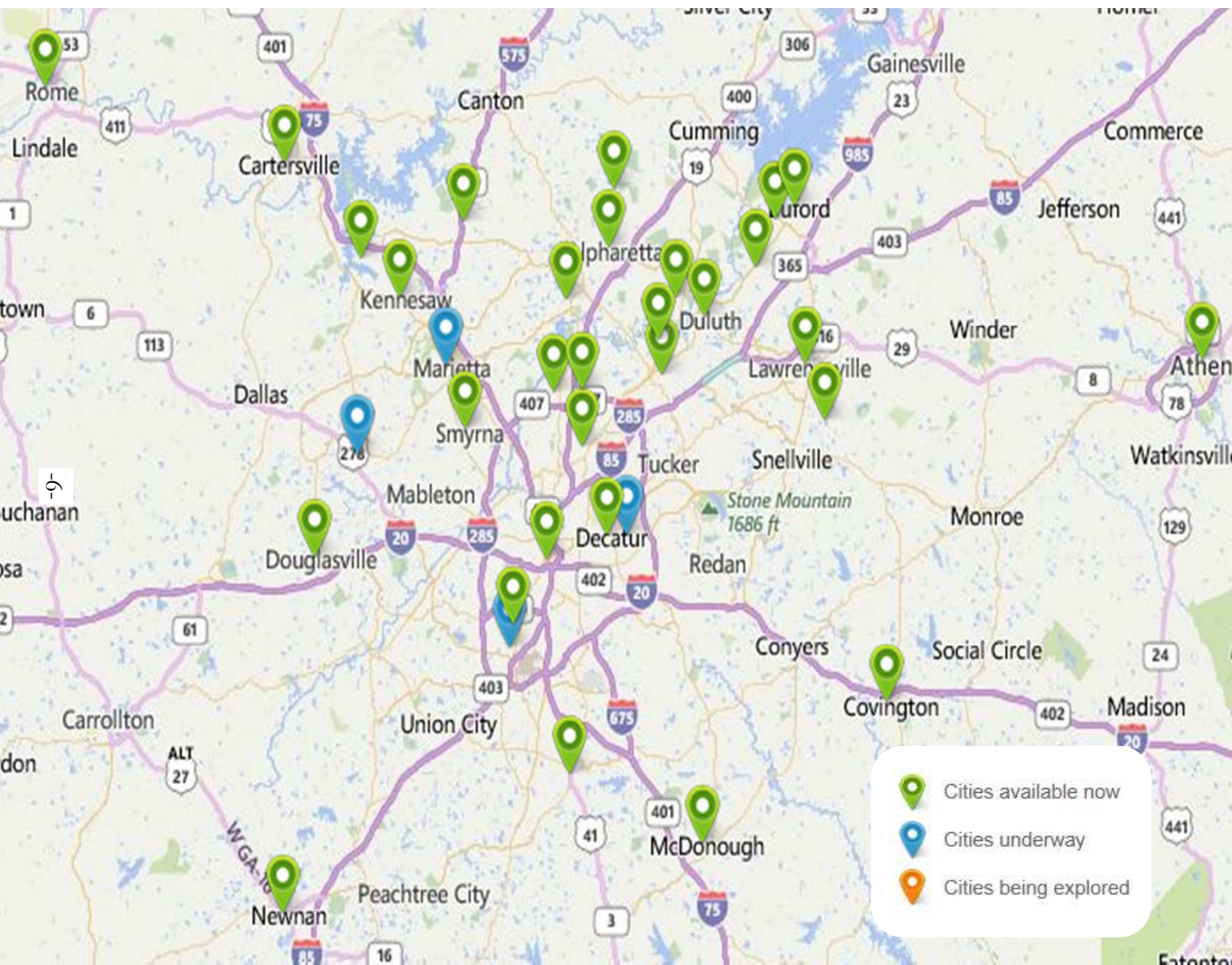


What is AT&T Fiber?

AT&T Fiber is our premium, ultra-fast Internet platform.

- ◆ AT&T Fiber Internet is our 100% fiber optic cable network
- ◆ Delivers Internet speeds up to 1 gigabit per second
- ◆ Over 20 times faster than the average cable customer
- ◆ Speed you need for all your devices
- ◆ Bundling options with cutting-edge TV and voice service





Investing in Georgia

AT&T has buried over *1,700 miles* of facilities in 2016; extending ultra-high speed, AT&T Fiber services to over *300,000 Georgians*.



AT&T Fiber Pre-build Notification Process



Residents in AT&T Fiber upgrade areas are alerted prior to the arrival of AT&T authorized construction teams...



3 months prior

Communication sent to HOA leadership or management team via email and/or USPS



1 month prior

Residents receive construction notification and helpful contact information via USPS



1 week prior

Each residence is provided a construction notification door hanger with helpful contact information



AT&T Fiber Build On-site Notification

AT&T branded *Yard-signs* are placed at the entrance and exit of neighborhoods to alert residents of construction efforts underway.



Construction teams are supplied with *Informational Flyers* for residents with product inquiries.





Construction Materials & Process: Hand-hole Terminal Box

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Hand-hole boxes are used to house cable and service wire terminal material underground. Two sizes are available for use: 10" x 15" (cover size) or 17" x 30" (cover size)



This is a view looking down on the grass where the hand-hole cover will be flush in the ground. When construction is complete, the cover is all that will remain visible.

Construction Materials & Process: Missile (aka “Stitch”) Bore Overview

Equipment - *Pneumatic Piercing Tools* allow boring between small pits. The rigid object that the worker is placing in the ground is called a "missile" which is powered by a *large air compressor* on a trailer.

Benefits - It is a preferred method because of the *minimal surface disruption* and restoration required.

Pit information - Bore pits are dug by hand, measure approximately 12"x 36" and 30" to 40" deep (dependent on local government guidelines), and are spaced approximately 20' to 30' apart.

The sod is cut and carefully laid back if possible to restore the same grass. If the sod is not reusable, we will purchase new sod to replace the old.

Process - The missile is laid into the open pit. When air pressure is applied, it allows the missile to "hammer" its way to the next pit.



HOA Notification Example

AT&T Network Operations www.att.com



XXXXXXXXXX

XXXXX HOA
HOA – CEO Here
HOA Address
State & Zip Code

Reference: Job # (AT&T Job Number Here)

Re: Upcoming AT&T Installation Work in Your Community

Dear Community Members:

As a result of the tremendous growth in Internet and data usage, and our customers' desire for more and faster services, AT&T is planning to upgrade portions of its network in your neighborhood.

This upgrade will convert AT&T's existing infrastructure to a new state-of-the-art fiber to the home network. This investment in new infrastructure will require us to physically be on the property performing our work. It will require some digging and installation of pedestals and underground conduit at various locations.

This new network will allow for new services, faster Internet speeds, and greater reliability.


If you have any questions, please contact me at the email address provided below. We look forward to bringing this exciting new state-of-the-art technology to your neighborhood.

If you encounter any issues once construction has begun in your neighborhood, please call the customer complaint hotline: 1-855-520-1757.

Sincerely,

Susan Campbell
AT&T OSP Engineer
sc829q@att.com

Direct Mail Example



Name: 1734 Main Street Suite 12345 Anytown, USA 12345-6789
 City/State/Zip: Anytown, VA 20100
 Address: 1734 Main Street Suite 12345
 City/State/Zip: Anytown, VA 20100

AT&T is bringing its fastest home internet to your neighborhood with speeds up to 1 Gbps on a 100% fiber network.

You may have recently heard of "fiber internet" or "gigabit speeds" or even seen AT&T service vehicles in your neighborhood. So we would expect that you have a few questions. We want to make sure we provide you with answers and information about this exciting network upgrade and how it will provide homes like yours access to cutting-edge internet technology and lightning-fast speeds.

Internet with AT&T GigaPower Q&A

<p>Q: What is AT&T doing in my neighborhood?</p> <p>A: Upgrading to a 100% fiber network that delivers lightning-fast internet speeds.</p> <p>Duracore is working hard to bring the new 100% fiber network directly to your home – delivering speeds up to 1 gigabit per second. That's about 1,000 megabits per second, which means internet speeds 20 times faster than the average cable customer's speed!*</p>	<p>Q: What is AT&T GigaPower?</p> <p>A: Our premium, ultra-fast internet platform.</p> <p>Our 100% fiber network delivers internet speeds up to 1 gigabit per second! That's how you internet speeds 20 times faster than the average cable customer's speed and means getting a lot more done with a lot less waiting. Plus, combined with our best Wi-Fi technology, even when your home will be able to stream their favorite movies and TV shows and download music on all their devices – all at once within seconds.</p>
<p>Q: How is this new AT&T GigaPower network better?</p> <p>A: It uses cutting-edge, 100% fiber technology.</p> <p>Fiber optic cables send higher volumes of information over longer distances, allowing the travel faster over your internet connection – that means less waiting or buffering – for a faster, more reliable internet connection you can count on.</p>	<p>Q: How long is this upgrade going to take?</p> <p>A: Our crews will work as fast and efficiently as possible.</p> <p>Timeline completion (how long it depends on the size of the neighborhood, the terrain and the existing infrastructure. You can count on us to work quickly, as well as minimize disruptions to your neighborhood, when we expand our 100% fiber network. And remember, things are about to get a whole lot faster.</p>
<p>Q: How does this impact me?</p> <p>A: AT&T service vehicles will be in your area working hard to bring you our fastest internet.</p> <p>We are committed to bringing our fastest internet speeds to your neighborhood while minimizing the amount of time it takes and the disruptions to individual homeowners. This process is designed to avoid any interruptions of your existing services, regardless of the provider.</p>	<p>Q: What can I do with internet speeds up to 1 Gbps?</p> <p>A: Internet with AT&T GigaPower gives you speeds 20 times faster than the average cable customer's speed.</p> <p>You can download 25 songs in 1 second, your favorite 30-min TV show in under 4 seconds or a 90-min HD movie in under 34 seconds.</p>



Direct Mail Example



The direct mail piece features the AT&T logo in the top left and the AT&T GigaPower logo in the top right. The main headline reads "Coming to your neighborhood:" followed by a black box containing the text "Internet speeds 20 times faster than the average cable customer's speed." Below this, there are three paragraphs of text detailing the benefits of fiber, including a list of download speeds for songs, TV shows, and movies. At the bottom, there is a call to action with an envelope icon and the URL att.com/FiberFAQs.

Coming to your neighborhood:

Internet speeds 20 times faster than the average cable customer's speed.

These days, you can access an almost endless stream of content, and now your area is about to get a **much faster way** to enjoy it all.

Our fiber footprint is expanding, and it's about to land right at your doorstep. **Internet speeds up to 1 Gbps not only mean a whole lot more speed, but also more bandwidth to stream, surf, shop, browse, game and download – all at the same time.**

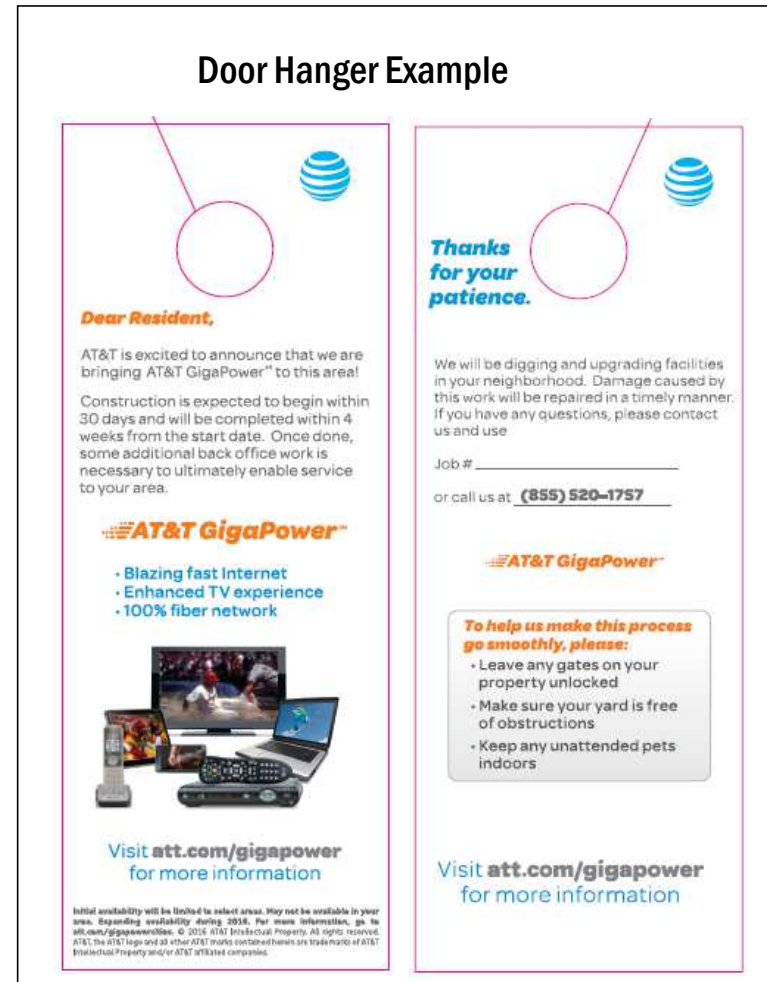
That means you can download with almost no downtime:

- 25 songs in 1 second!
- Your favorite 30-min. TV show in under 4 seconds!
- A 90-min. HD movie in under 34 seconds!

Speed of fiber varies by service and location.

Stay tuned for your neighborhood's upgrade!
Enter your contact information to be notified when Internet with AT&T GigaPower is available to you.
att.com/FiberFAQs

Door Hanger Example



The door hanger is split into two panels. The left panel features a circular cutout at the top, the AT&T logo, and the text "Dear Resident," followed by an announcement of AT&T GigaPower service, construction start dates, and a list of benefits. The right panel features another circular cutout, the AT&T logo, and a "Thanks for your patience." message, followed by a notice about construction and a list of instructions to help with the process. Both panels include the AT&T GigaPower logo and a call to action to visit att.com/gigapower.

Dear Resident,

AT&T is excited to announce that we are bringing AT&T GigaPower™ to this area!

Construction is expected to begin within 30 days and will be completed within 4 weeks from the start date. Once done, some additional back office work is necessary to ultimately enable service to your area.

AT&T GigaPower™

- Blazing fast Internet
- Enhanced TV experience
- 100% fiber network

Visit att.com/gigapower for more information

Initial availability will be limited to select areas. May not be available in your area. Expanding availability during 2014. For more information, go to att.com/gigapower. © 2014 AT&T Intellectual Property. All rights reserved. AT&T, the AT&T logo and all other AT&T marks contained herein are trademarks of AT&T Intellectual Property and/or AT&T affiliated companies.

Thanks for your patience.

We will be digging and upgrading facilities in your neighborhood. Damage caused by this work will be repaired in a timely manner. If you have any questions, please contact us and use

Job # _____

or call us at: **(855) 520-1757**

AT&T GigaPower™

To help us make this process go smoothly, please:

- Leave any gates on your property unlocked
- Make sure your yard is free of obstructions
- Keep any unattended pets indoors

Visit att.com/gigapower for more information

