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NGN Market Drivers: A Carrier's perspective

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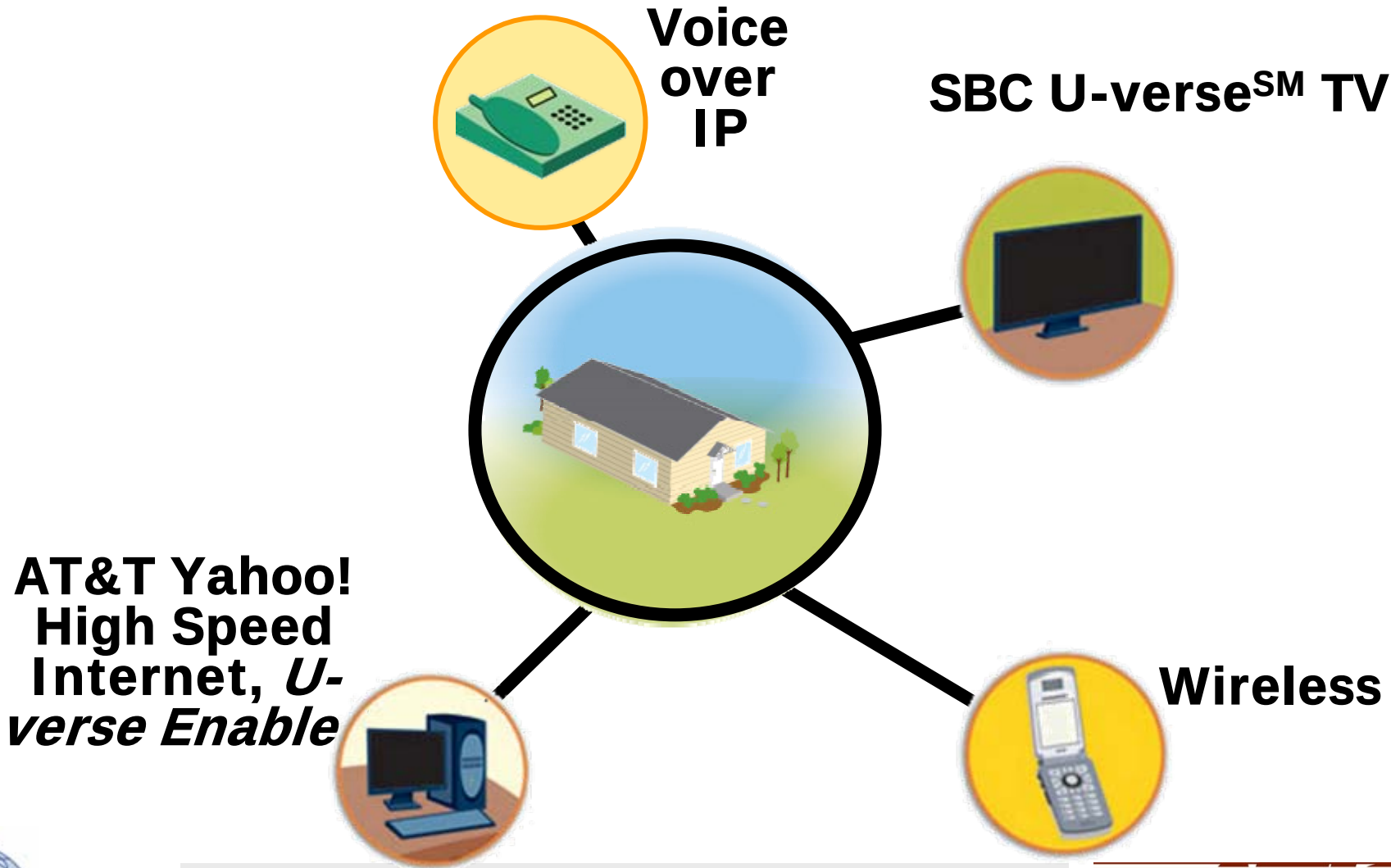
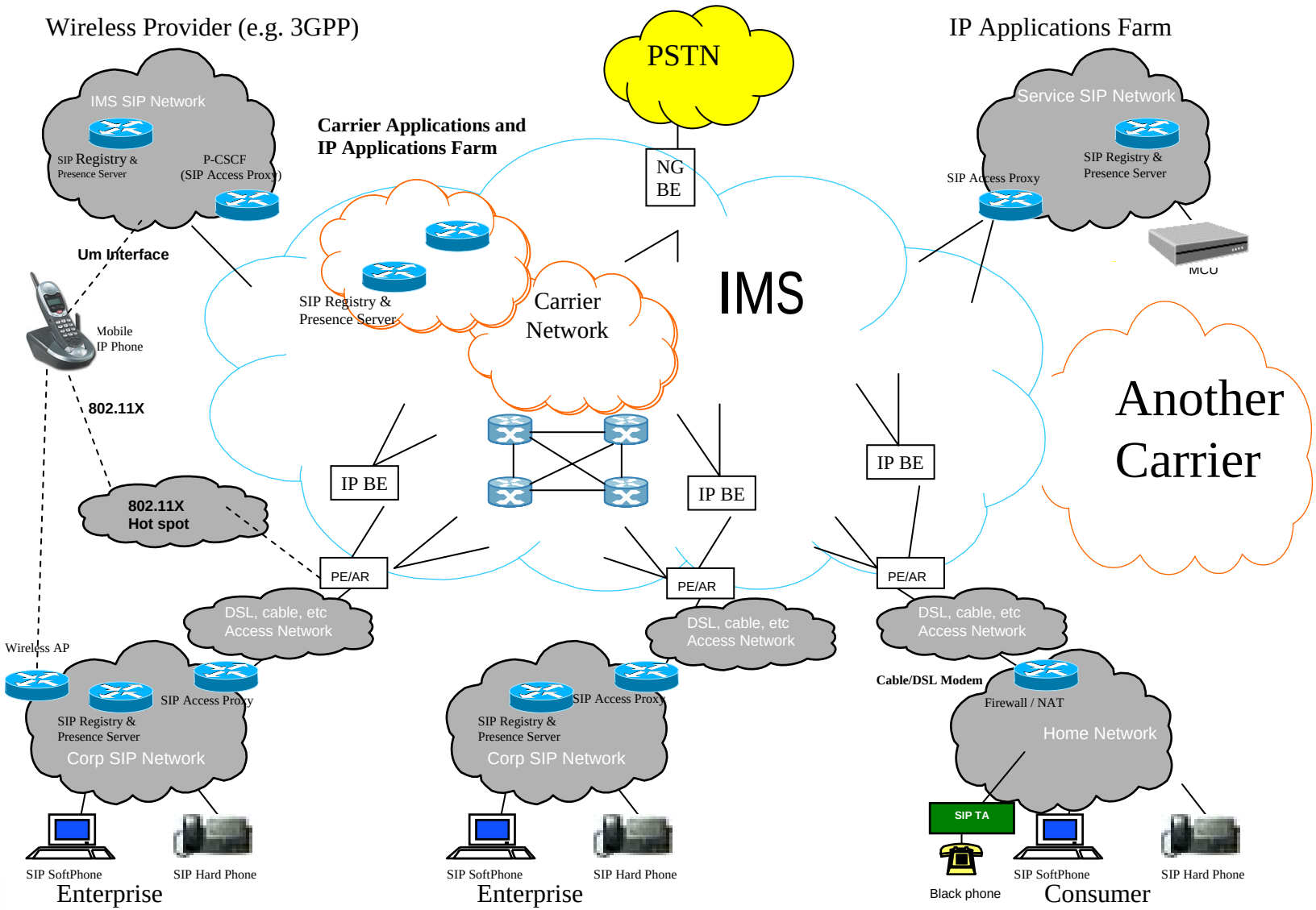
Technical Possibilities to "Change the Game" with IPTV

- Video on any IP device: PCs, Laptop computers, even wireless phones
- Every TV in the house has digital quality video
- VoD and DVR serving every TV in the house
- Any Video Display device can have multiple video windows on it
- Faster digital channel changes
- More flexibility on programming and content

Project Light Speed - IP Everything

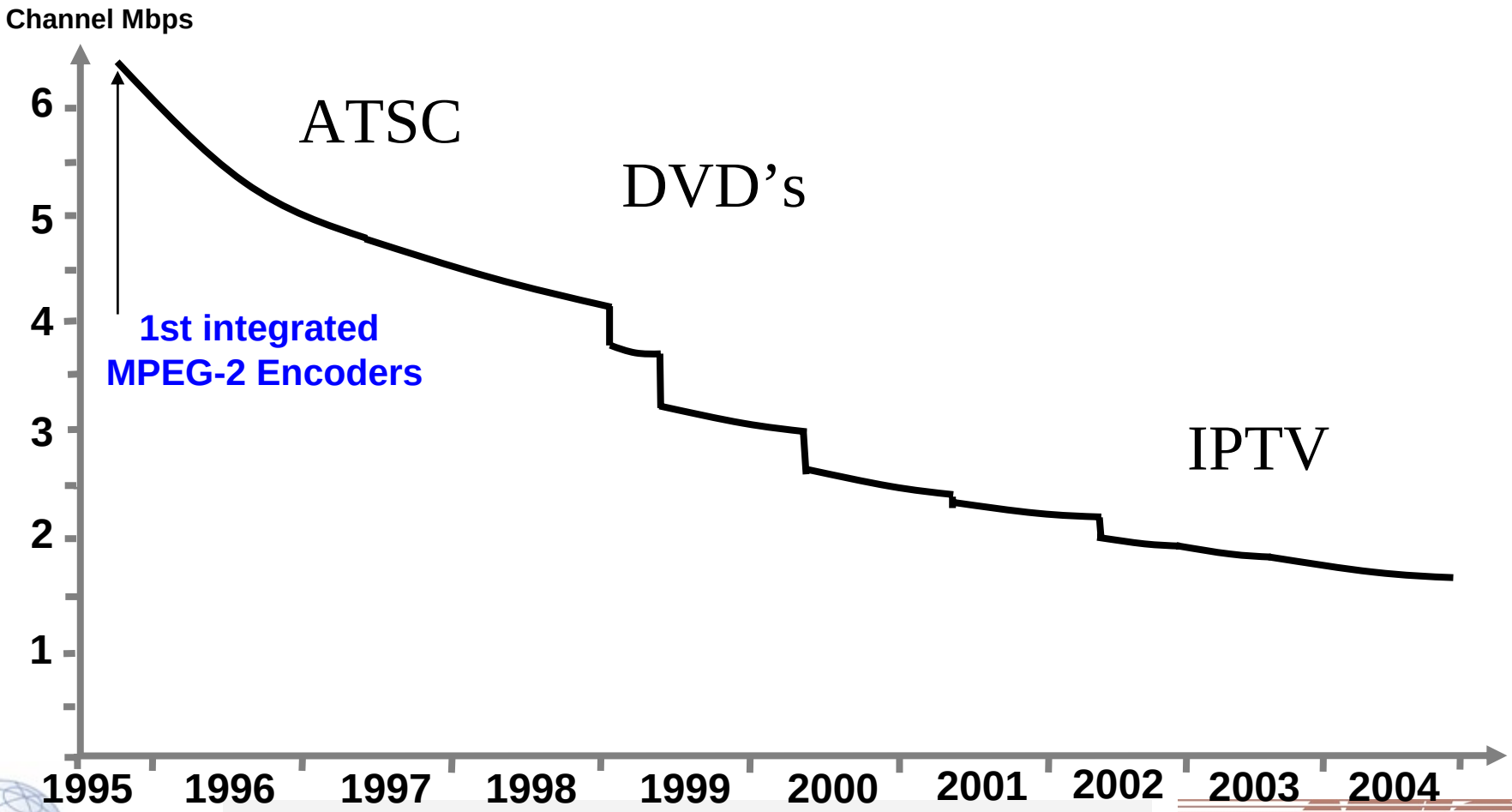


NGN Architecture*



How Do We Get There?

Standardized Even the Most Complex Technologies



New Networks Expand and Provide New Markets

- IP Video standardization will enable applications and services beyond what is available in today's proprietary networks
  - DVR Control from Office PC, PDA or Cell Phone
  - Advanced DRM will enable sharing of content in a way that empowers the use and protects content.
- Providing Connectivity will require standardization beyond the IP layer
  - Security
  - Protection of Network Devices
    - Viruses
    - Spyware

Moving Forward

- AT&T is currently in a controlled launch.
- Our technology direction will continue to rely on the development of standards to not only enable our network, but to empower our customers to use it to its fullest potential
- IPTV's inherent connectivity will enable new services and market opportunities.

Thank You