

Cingular, Mobitex, and September 11

Cingular Wireless

- ❖ By all accounts the Mobitex Network performed admirably during the crisis... Why?
 - Independence from general consumer traffic
 - National coverage footprint
 - Connectionless nature of packet network
 - Overlapping coverage
 - Various telco connectivity options
 - Flexible and rapid deployment options

Post 9/11 Press Coverage

Date	Media	Subject
9/12/01	MSNBC	"Kindness, Bravery Amid the Horror" - "Blackberry Pagers were passed around so survivors could e-mail loved ones they were safe."
9/12/01	WALL STREET JOURNAL	"Internet Was Critical" - "Outside the WTC, strangers whose cell phones didn't work lent each other Blackberry pagers to send messages to loved ones. The Internet turns out to be more reliable than the phone system."
9/13/01	NY1-TV	"News All Day" Broadcast Transcript - "We have confirmed during Carrie's report that there have been five firefighters who have been found in an SUV down in the rubble..... We're also told that they're in communication with other people, one by a Blackberry pager."
9/13/01	eWeek	"Terrorist Attack Plays Havoc with Communications" - "Tuesday's attacks on the WTC and the Pentagon snarled telecommunications services in the northeastern part of the country, forcing many companies to rely on e-mail or instant messaging to stay in touch with co-workers and customers in that region."
9/16/01	San-Antonio Express News	"Telecom Vital in Disaster" - "A worker for Cingular Wireless,... was able to contact his father and brother who worked at the trade center via an interactive text pager when heavy cell traffic blocked him from getting through on a mobile phone..... It was one of the few networks that wasn't overloaded and was still working."

Date	Media	Subject
9/17/01	Seattle Times	<p>"Email Link Helped Us Connect on Tragic Day" – "Every story differs, but they are much the same soon after 8 a.m..... my wife sent me a blank message with the subject line "listen to the radio" from her Blackberry pager as she sat on the ferry line."</p>
9/18/01	Newark Star Ledger	<p>"Companies Scramble to Quickly Assemble New Offices" – "Cingular Wireless of Woodbridge loaned additional text pagers to companies and rescue workers at no cost,... the aim is to provide immediate communication relief to emergency services and disaster-affected business during the recovery efforts."</p>
9/20/01	Computerworld	<p>"Users, Analysts: Companies Need Alternate Networks When Disaster Hits" – "Enterprise and mobile workers need to develop in-house network savvy and prepare plans for access to alternative communications systems.....Adam Broun, a Boston-based partner in the NY based financial services group Deloitte Consulting called his Cingular Interactive Service the 'most reliable means of communications' after the disaster."</p>

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9/20/01	New York Times	"The Simple BlackBerry Allowed Contact When Phones Failed" – "As many people discovered on Sept. 11, the only way to get through to their families was to dial over and over again and hope to get lucky with free network space. The BlackBerry, on the other hand, worked well because its network in a way resembles the on-ramp of a freeway...Cingular, which operates the largest dedicated data network, said that the traffic on its system surged almost 60% in the hours after the attacks."
9/25/01	Burrelle's NewsExpress	"Wireless Maintains Contact After Disaster" – "BlackBerrys were a relatively successful means of communication because of the switches they use to transmit data. The data are also more sparse than voice data."
10/01/01	The Net Economy	"Wireless Data Reconsidered" – "By most accounts, wireless data services performed more than admirably in the hours after the Sept. 11 attacks. One standout was Cingular Interactive, whose wireless data network supports the BlackBerry two-way pagers that are all the rage among Wall Street workers."
10/11/01	InfoWorld	"Congress Going Wireless"- "When wireless voice traffic became so overloaded that his (Congressman Robert Ney, R-Ohio) cell phone became inoperative, he turned to the little RIM device to communicate via wireless e-mail.... As a result, the congressman ordered 435 Blackberry RIM units for each member of the House and also paid for a year's email service out of his committee's budget."