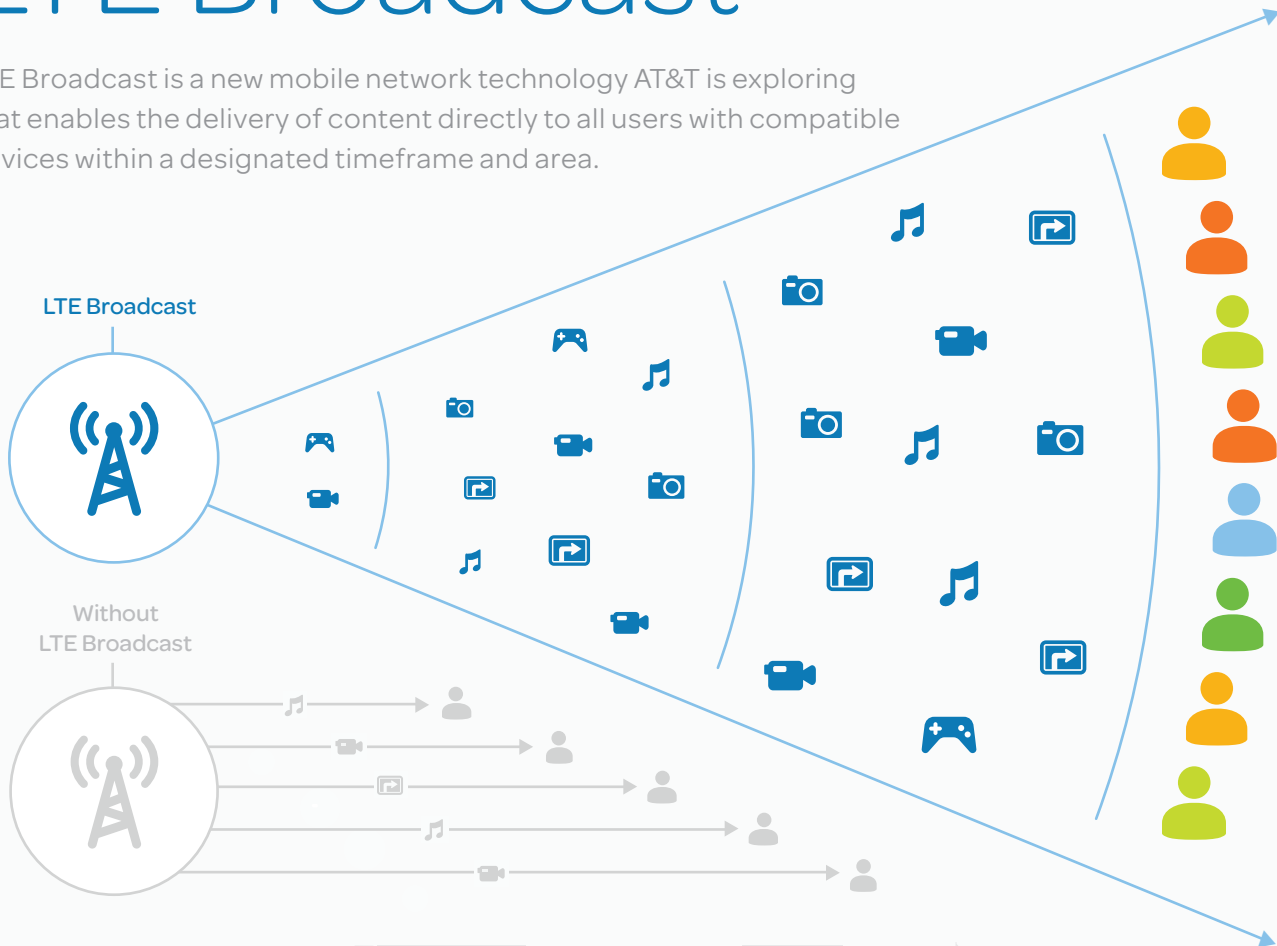


# LTE Broadcast



LTE Broadcast is a new mobile network technology AT&T is exploring that enables the delivery of content directly to all users with compatible devices within a designated timeframe and area.



## How it works

LTE Broadcast allocates a portion of wireless network resources to host specific content streams that any compatible device can access.

It allows all compatible devices to access the content simultaneously.

## Possible Use Cases



### Software Updates

Smartphones, tablets and Internet of Things devices

Update multiple devices at once, quickly and efficiently



### Events

Exclusive, high-quality content

Dedicated feeds with alternate footage and camera angles



### Education

Popular lecture streaming



### Business

"One to many" business models and commercial services for businesses

## Potential Future Benefits

Ability to broadcast data, video and music content to vast numbers of people and devices.

Ability to deliver software updates to not only smartphones but the Internet of Things like connected cars and connected homes.

Enable new business models with customized content clouds that can be set up over defined areas for a defined period of time.