



AT&T Brings 5G+ to Fredericksburg, TX

Just in time for “Weihnachtszeit,” AT&T 5G+ lights up for the holiday season

Fredericksburg, TX, Nov. 4, 2021

What’s the news? Just in time for the holidays, we’re lighting up our ultra-fast [5G+ network](#) in one of Texas’ most storied cities. As *America’s Most Reliable 5G Network*¹, we want customers to be able to share their unique Fredericksburg [Weihnachtszeit](#) experience quickly, easily and reliably.

Our 5G+ service is now decked out along Main Street and the beautiful downtown Marktplatz in Fredericksburg, so folks can upload and download one-of-a-kind experiences faster than ever.

In addition to Hill Country residents and visitors, first responders on [FirstNet](#)[®] will also have access to 5G+ in the area. They will maintain voice communication through always-on priority and preemption on LTE and the intuitive FirstNet network will determine the best route for data traffic, whether that’s 5G+ or LTE spectrum.

Why is this important? By delivering [5G+](#), folks can quickly share their unique Fredericksburg holiday experiences like ice skating, marveling at the 30-foot Christmas tree and authentic German Christmas pyramid. And with the rare finds at the shops along one of the most travelled areas in Fredericksburg, visitors can check Der Weihnachtsmann’s (Santa Claus) list in just seconds.

Hitting a milestone: With this announcement, AT&T has [surpassed its commitment](#) of launching 5G+ to parts of more than 40 cities across the U.S. Earlier this month, we also launched 5G+ in Tallahassee, Florida and Corpus Christi, Texas and still expect more before the end of the year!

And, our nationwide 5G network now reaches 255 million people. The combination of lower latency, massive connectivity and faster speeds will create opportunities to transform retail, help make autonomous vehicles a reality, make it possible to build smart cities and factories, and revolutionize healthcare.

What is FirstNet? FirstNet is the only nationwide, high-speed broadband communications platform dedicated to and purpose-built for America’s first responders and the extended public safety community. It is built with AT&T in public-private partnership with the federal government. [Our approach to 5G for public safety](#) is unlike anything else, and the FirstNet network is providing public safety with truly dedicated coverage and capacity when they need it. These advanced capabilities help fire, EMS and law enforcement personnel save lives and protect their communities. Check out [FirstNet.com](#) for more about the value FirstNet is bringing to public safety.

What are people saying?

“The City of Fredericksburg had been trying for the past several years to bring 5G services to the residents and businesses in our community. During the weekends we experience a large influx of visitors which impacts the capabilities of local internet services,” said **Kent Myers, City Manager of Fredericksburg**. “In addition, more and more of our residents are working remotely and need



dependable high-speed internet services. The ability to offer 5G services will offer many benefits to our residents, businesses and visitors.”

“Our goal is to create the best connections for AT&T customers and FirstNet subscribers, no matter where they are,” said **Kevin Hetrick, VP of Access Construction and Engineering, AT&T**. “To be able to bring 5G+ to Main Street in Fredericksburg in time for the holidays is one of the ways we can do that. Now, we’re excited to see how people will use this technology!”

“Christmas has come early for our customers in Fredericksburg. Having our ultra-fast 5G technology along the iconic Main Street is a great gift we can give visitors and residents,” says **Luis Silva, VPGM of South Texas, AT&T**. “Their shopping, site-seeing and overall experiences can be enhanced with AT&T 5G+, and we’re so happy to be able to do that for them just in time for the holiday.”

¹Based on nationwide GWS drive test data. GWS conducts paid drive tests for AT&T and uses the data in its analysis. AT&T 5G requires compatible plan and device. 5G not available everywhere. Go to att.com/5Gforyou for details.

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