



AT&T and Bookful Bring New AR Reading Experiences Through the Power of 5G

New and Existing Customers With an AT&T 5G Device Get 6 Months Free and an Exclusive Shelf of Books and Experiences for Young Children, Powered by AT&T 5G

AT&T is Excited to Gift 500 Bookful Subscriptions to Win NYC

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What's the news?

AT&T is collaborating with Bookful, the leading 3D and augmented reality reading app, to provide AR experiences for a broad collection of children's books and deliver next-level experiences using AT&T 5G¹. Both new and existing customers with an AT&T 5G device can now enjoy a 6-month free subscription with access to special books and immersive 5G experiences, literally bringing stories to life. Bookful, by Inception XR, is the largest augmented reality library in the world, with titles from leading publishers including Oxford University Press, Harper Collins, DK, and Hachette, along with leading book series such as Thomas the Tank Engine, PJ Masks, Peppa Pig, My Little Pony, and many more.

Why is this important?

At AT&T, we know technology has the power to change lives, improve communities and drive societal change. Now more than ever, it's important for us to help keep students engaged in learning, especially in a remote or hybrid setting. According to a recent [Morning Consult survey](#), more than 70% of parents and teachers think the traditional classroom learning environment will rely more heavily on technology after the pandemic. Additionally, 80% say their kids would be more interested in learning tools that include popular entertainment.

Incorporating AR into the reading process can contribute to children's love of books, create an emotional attachment to reading, and increase overall comprehension. High-quality educational tools, like Bookful, supplement and enhance classroom lessons and help students stay engaged and excited about learning.

Bookful is doing important work, so we're excited to contribute with fast, reliable and secure AT&T 5G. Our customers will be able to use their AT&T 5G device to explore exclusive books and activities, in a more magical and interactive way.



How will customers access these unique experiences?

We're making it easy. New and existing AT&T customers can activate a free 6-month Bookful subscription² by downloading Bookful from the App Store or Google Play Store on a 5G compatible device connected to the AT&T network. After that, customers will see the AT&T registration pop-up and can sign up as a Bookful subscriber. It's that simple! Once complete, customers can dive into the hundreds of available books, plus select AT&T 5G immersive experiences, including the exclusive library shelf made possible through AT&T.

Why are we doing this?

We want every student in America to have access to quality and equal education experiences and resources, and we're dedicated to leading positive changes in education that prepare them for career success.

As part of our \$2 billion commitment to close the digital divide, we announced [AT&T Connected Learning](#), our multi-year commitment to help stem the tide of learning loss, narrow the homework gap, and create compelling educational content. The initiative builds on our previous investments and long-standing commitment to education. It includes digital literacy tools, high quality education content and connectivity and technology solutions to help today's learners gain the skills, resources, and opportunities to succeed in school and in life overall.

As part of our commitment to education, we are excited to gift 500 Bookful subscriptions to Win NYC. Win NYC provides safe housing and critical services to help homeless women and their children transform their lives and break the cycle of homelessness. These subscriptions will give more children an opportunity to experience AR reading, supporting our desire for every student to have access to quality education experiences.

What are people saying?

"At AT&T, we believe every student deserves the right tools and resources to experience and attain a quality education," said Thaddeus Arroyo, CEO, AT&T Consumer. "We have long been committed to ensuring our customers are connected and entertained and now we're teaming up with Bookful to provide children interactive AR reading experiences. Whether you're at home or out-and-about, we're putting you at the center of the experience with AT&T 5G."

"Bookful is thrilled to team up with AT&T to encourage kids' love of reading and enable more children to access innovative educational experiences." said Benny Arbel, Co-founder



and CEO of Inception XR, makers of Bookful. “Bringing books to life through augmented reality and accompanying interactive activities leads to meaningful learning outcomes and encourages kids to read more. Offering Bookful through AT&T’s 5G network takes our offering to the next level: Bookful is great on 4G and exceptional on 5G.”

For more information on AT&T’s 5G network, visit att.com/5Gforyou. To learn more about AR experiences in reading, visit the [Bookful website](#).

¹*AT&T 5G requires compatible plan and device. 5G not available everywhere. Go to att.com/5Gforyou for details.*

²*6 Months of Bookful: Requires Bookful app download, new or inactive Bookful account, and a 5G-capable smartphone or tablet with an AT&T SIM connected to the AT&T network. Excludes Cricket and MVNO customers. If you bring your own compatible device to AT&T, it must be a 5G-capable model offered by AT&T. Current Bookful subscribers are excluded. Data rates may apply to app download/usage. Use of Bookful is subject to its own Terms & Conditions; see <https://bookful.app/terms-and-conditions> for details. Offer, terms & restr’s subject to change & may be modified or terminated at any time without notice.*

*** About AT&T Communications**

We help family, friends and neighbors connect in meaningful ways every day. From the first phone call 140+ years ago to mobile video streaming, we @ATT innovate to improve lives. AT&T Communications is part of AT&T Inc. (NYSE:T). For more information, please visit us at att.com.

About Inception:

Inception is an XR content powerhouse. We use next generation technology to create exceptional mixed reality (XR) experiences that are highly scalable and cost-effective. Inception’s vision is to revolutionize reading, offering a marketplace where interactive XR enhances the literary experience.

About Bookful:

Inception’s flagship product is Bookful, a best-selling Augmented Reality & 3D reading app for kids. Bookful revolutionizes reading, transforming books into playful and immersive experiences. Featuring the world’s largest AR library, Bookful makes kids’ screen time productive, featuring hundreds of titles from leading publishers and brands. Books are enriched with educational games and activities to improve children’s comprehension and engagement. Bookful’s 5G powered app opens up a whole new reading universe for kids.

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