



AT&T Evolves the WNBA Fan Experience with the Newest Version of AT&T 5G Game View™

More Real-Time Data and Customized Stats Through Augmented Reality (AR)

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What's the news? AT&T*, the Official 5G Innovation Partner of the WNBA, now offers WNBA fans a way to customize content and interact with the game unlike ever before with the upgraded **AT&T 5G Game View**. Using augmented reality, fans can see game and player stats during live games, watch customizable clips and access real-time 3D stats. Available now, WNBA fans can download AT&T 5G Game View on iOS and Android through the WNBA app.

With the new features, AT&T 5G Game View has the potential to revolutionize the way fans interact with the sport they love, providing more insight into their favorite teams and players than ever before.

Why is this important?

In collaboration with the WNBA and developed with Nexus Studios, AT&T 5G Game View was designed and built as an interactive experience with the goal of providing fans the opportunity to choose and customize the content they want to see. The new features for the updated AT&T 5G Game View include:

- For the first time ever, fans can view clips from every WNBA Playoff game thanks to a collaboration with industry-leading clips provider WSC. They can choose which team, player and plays they want to see and curate their clips experience accordingly, offering a customizable dashboard and a unique experience for each individual user.
- Greater level of stats personalization with the ability for fans to customize tabs to create their own unique widget.
- New 'drill down' feature offers fans the option to select and analyze individual players or the entire team. Users can intuitively see every play on the court by scrolling through key stats and play styles.



- Also introduced in this version is the “calendar” view, giving visibility over future games and access to the full archive of previous games as far back as 2018.

Where can I get it?

Through the collaboration of AT&T and the WNBA, fans can experience AT&T 5G Game View in the top menu of the [WNBA app](#). AT&T 5G Game View is now available through the postseason.

What are people saying?

“Using the power of 5G technology to enhance the fan experience is one of the many ways we're committed to keeping WNBA fans connected to the action,” said Mitch Farber, vice president – wireless marketing, AT&T. “AT&T 5G Game View now includes customized game-time clips, stats in AR, plus 3D animation game highlights for a better game day experience.”

“AT&T continues to go above and beyond in their commitment to unlocking new ways to reach fans, celebrating the players, and advancing the visibility of women’s sports as our 5G Innovation Partner and an inaugural WNBA Changemaker,” said Cathy Engelbert, WNBA Commissioner. “Building on our partnership and the success of AT&T 5G Courtside Cam at WNBA All-Star this year, we are thrilled to collaborate on AT&T 5G Game View and launch new fan experiences for WNBA Playoffs, one of the most exciting times of the season.”

"We're delighted to be working with AT&T and Nexus on this exciting project. The way fans consume sports content is rapidly changing, WSC Sports is leading the way, providing the biggest brands in the world with the technology needed to create innovative fan experiences", said Amir Gelman, head of business development, Americas at WSC Sports. "With AT&T 5G Game View, fans will enjoy a more personalized viewing experience, being able to utilize the capabilities provided by WSC Sports' platform to create customizable highlights from the action they most want to see."

"We're thrilled to continue to work closely with AT&T on elevating the sports experience through next-generation augmented reality, bringing all new visualizations to life," said Colin Davis, head of digital production & executive producer - Interactive Arts at Nexus Studios. "Fans can now follow their favorite



team and players, with customized clips and real-time data delivered straight to their AT&T 5G Game View dashboard and share exciting milestones and animations with their friends and family."

***About AT&T**

We help more than 100 million U.S. families, friends and neighbors connect in meaningful ways every day. From the first phone call 140+ years ago to our 5G wireless and multi-gig internet offerings today, we @ATT innovate to improve lives. For more information about AT&T Inc. (NYSE:T), please visit us at about.att.com. Investors can learn more at investors.att.com.

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