



AT&T is Delivering Click-to-Play Access of Popular Games Directly to Your Smartphone

Gamers can play “Control Ultimate Edition” on us, no downloads or sign up needed

The low latency of AT&T 5G paired with cloud streaming technology helps deliver virtually instant, high-fidelity gameplay to the devices you already own

DALLAS, May 23, 2022

What’s the news? AT&T is offering the hit game Control Ultimate Edition, winner of over 80 awards, to our U.S. customers¹ to begin playing right now on a smartphone, tablet or computer. We’re bringing this click-to-play access for the first time on mobile and other devices with no downloads, no subscriptions, no extra cost. Jump into the full game and try it for yourself, powered by cloud streaming technology at att.com/PlayNow!

We’re bringing this experience to customers using Google’s Immersive Stream for Games. With the game’s high performance and stunning graphics being handled in the cloud, the quality of your connection can make all difference. Our network is up to the task, especially with the low lag of AT&T 5G or AT&T Fiber. Paired with the capabilities of this impressive cloud streaming technology, our customers can play a demanding AAA game on devices they already own, including their smartphones and tablets.

How does it work? All you need is an AT&T postpaid mobility plan to start playing. It’s that simple. Using your mobile device or computer, head to att.com/PlayNow, enter your phone number and billing zip code associated with your AT&T mobile account and start playing. You’ll step into the role of Jesse Faden and battle the corruptive presence that has invaded the Federal Bureau of Control with transforming weaponry and telekinetic powers, all while searching for your missing brother.

[Catch a glimpse of the experience here](#)

Why does it matter? Click-to-play access has the potential to unlock a whole new way for gamers to experience new titles and old favorites. Our showcase of



this cloud streaming technology pushes the gaming industry forward, allowing gamers to play a title first without making a big purchase, or signing up for another subscription service. This means more options for game publishers too, bringing dynamic experiences to new and existing fans without the friction of sign-ups, downloads or gaming hardware requirements.

We first launched click-to-play gaming with *Batman: Arkham Knight* on computers last fall, powered by Google's Immersive Stream for Games. Starting today, we're taking things to a new level with *Control Ultimate Edition* with the ability to play on your mobile devices with just a click for the first time.

We're expanding this gaming experience beyond your computer screen because networks like our AT&T 5G² can deliver AAA games with high-fidelity performance to the phone in your pocket. Thanks to its low lag, faster speeds and higher capacity, our 5G and one-click-play highlights an exciting future for gaming, especially on-the-go.

Where could this lead to? In the future, we imagine publishers could utilize the combination of 5G connectivity and cloud streaming technology to offer limited time play sessions directly from a search result. This gives gamers the option to try before they buy. If they move forward with the purchase, their progress will be saved in the cloud, so they can pick up right where they left off on the downloaded version.

What are people saying? "AT&T is empowering gamers to take their favorite games where Wi-Fi can't. By introducing click-to-play access on mobile, we're showcasing how high-fidelity gaming can be delivered on the go," said Matthew Wallace, Assistant Vice President, 5G Product & Innovation, AT&T. "We're thrilled to work with developers like Remy Entertainment and publishers like 505 Games to show our customers where gaming is headed and how AT&T technology will be a driving force in getting there."

"As our first Immersive Stream for Games collaborator, AT&T's continued investment in delivering games directly to their customers underlines our ability to offer advanced streaming technology, the right tools to port games easily, powerful discovery features, and the analytics necessary to optimize a direct-to-consumer business," said Dov Zimring, Head of Product, Immersive Stream for Games. "Today's launch of *Control Ultimate Edition* from 505 Games is proof of that ability, with Immersive Stream for Games enabling AT&T customers to click



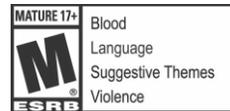
and play the full game across new devices at home or on the go with no downloads or installs.”

What’s the big picture? The addition of click-to-play mobile gaming is all part of our mission to be the best connectivity provider in America, whether you’re at home, at work or on the move. We do this with the most reliable 5G network³ and the nation’s fastest growing fiber internet in America⁴, so you have a seamless experience from a single source – AT&T.

Control Ultimate Edition™



Batman™: Arkham Knight



1 Available for a limited time. Requires compatible device or browser and an eligible AT&T postpaid consumer wireless number that is active and in good standing. Excludes FirstNet.

2 AT&T 5G requires compatible plan and device. 5G not available everywhere. 5G+ is offered in limited locations in specific cities. 5G+ access varies by device. Go to att.com/5Gforyou for details.

3 Based 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.

4 Based on publicly-available data of net customer adds for major fiber providers over previous four quarters.

*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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