



Beyond Bundling: Full Product Integration

Wireline-Wireless Initiative Will Fundamentally Change How Customers Access and Use Communications Services

SBC Communications Inc. will integrate the features and functionality of wireline and wireless products to give customers near ubiquitous use of their communications services. The integrated services will deliver greater value, convenience and productivity for SBC customers.

Customers will use multiple devices, such as phones, computers and PDAs – to access the integrated services and will enjoy a consistent communications experience almost anywhere they travel. The services will be delivered by integrating SBC and Cingular wireline and wireless networks, and by deploying Wi-Fi technology. DSL or T-1 lines will be used to connect Wi-Fi networks to the SBC Internet network.

