

Written by Claire Perkins

Think your ride can't get any sweeter? AT&T and BMW are partnering up to offer customers an enhanced suite of safety and info-tainment services on future BMW models.



This badass convertible is now on the nation's fastest network.

AT&T, the leader in emerging devices (they *did* bring us the iPhone first), will use these enhancements to build on BMW's existing portfolio of connected services- also known as the BMW Assist. BMW Assist includes features like direct access to emergency and concierge call centers, on-the-go traffic info and an online portal for weather forecasts, fuel prices and news. Though contractual and financial details are still on the down-low, information will be made available at the launch.



If AT&T can add bells and whistles to a tricked-out Beamer, what else can they do? Hmm...

AT&T created its emerging device organization in 2008 as part of a strategic initiative to introduce wireless capabilities to consumer electronics aside from phones. They're giving the AT&T magic touch to tracking devices, healthcare devices, and other items we don't even know about yet.

The smarties at AT&T have a business strategy to grow the wireless penetration beyond the Blackberrys, iPhones and Droids we've all become accustomed to, building on AT&T's industry-leading work and utilizing the nation's fastest mobile broadband network.

How are they able to even focus on business other than phones, you ask?

1) They already have the most trusted US Network

- They offer the best wireless coverage worldwide, offering the most wireless phones working in the most countries. So they have that one down.
- They offer the nation's leading Wi-Fi network with 20,000+ hotspots
- They are the number one Home Broadband Provider
- They have the fastest mobile broadband network

1. They have an elite Product Development Organization

- They offer rigorous testing, streamlined customer experience, and are constantly improving billing, activation, marketing and support for their customers.

1. They have a Dedicated Emerging Device Certification Lab

- Based in Austin, TX, this newly-created lab is designed to test and certify consumer electronics and mobile-to-mobile devices for the whole AT&T network.

4) The AT&T Control Center connects and supports all of AT&T's devices

- Someone's gotta do it. The AT&T Control Center is a combined platform that connects all the emerging consumer electronic and business devices on the AT&T network.
- This Control Center offers automated management capabilities for device manufacturers like Instant activation, Usage analytics, performance assurance, flexible business models, design services and specialized support. So basically, outsiders can make it happen super easily.

5) AT&T Offers Flexible Partnerships and Business Models

- From wholesale, partnership and branded retail to content and app partners, AT&T is easy to work with.

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6) AT&T's Bomb Distribution

* It's hard to resist more than 2,200 company-owned stores, top-rate retail partnerships and almost 80 million reachable customers

So only one question remains- what device do you want AT&T coverage on next?

About AT&T

AT&T Inc. (NYSE:T) is a premier communications holding company. Its subsidiaries and affiliates – AT&T operating companies – are the providers of AT&T services in the United States and around the world. With a powerful array of network resources that includes the nation's fastest mobile broadband network, AT&T is a leading provider of wireless, Wi-Fi, high speed Internet and voice services. A leader in mobile broadband, AT&T also offers the best wireless coverage worldwide, offering the most wireless phones that work in the most countries. It also offers advanced TV services under the AT&T U-verse® and AT&T | DIRECTV brands. The company's suite of IP-based business communications services is one of the most advanced in the world. In domestic markets, AT&T Advertising Solutions and AT&T Interactive are known for their leadership in local search and advertising. In 2010, AT&T again ranked among the 50 Most Admired Companies by FORTUNE® magazine.

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