

Inspectress Gadget: AT&T's 4G Network Will Murder Your 3G Network

Written by Claire Perkins

In case you hadn't had the revelation quite yet, 4G is better than 3G. A lot better. AT&T has announced that they're ready to deliver the nation's most advanced mobile broadband experience, and has initiatives set to pursue to ensure we all get even more done on our Androids, Blackberrys and iPhones.

4 > 3

Duh.



Let's see what the AT&T Wizards have up their sleeves.

If you're into gadgets like I am, you'll be interested in their plan for total domination:

Network Updates

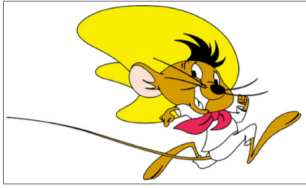
Bear with me for a little techno-talk. AT&T currently operates the nation's fastest mobile broadband network, and it's getting faster this year with 4G. AT&T is the only US company delivering 4G using both HSPA+ and LTE technologies. This will ultimately provide customers with a faster and more consistent talk and data experience.

The company will accelerate the LTE network build, to be largely complete by the end of 2013. AT&T plans to launch the LTE service in mid-2011. Additionally, AT&T has completed its deployment of HSPA+ to 100% of its mobile broadband network, which enables lightning fast 4G speeds when combined with ethernet connections. The company is expanding their Ethernet and fiber backhaul to cell sites across the US and adding new sites each week. By 2012, AT&T expects almost two-thirds of its mobile broadband traffic will be on expanded backhaul.

In key markets, AT&T is already seeing 4G speeds of up to 6 MBPS on its existing HSPA+ network. As the LTE build grows and backhaul is expanded, these are expected to get even faster.

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Smartphones & Devices

We all know AT&T has enough sleek, superfast smartphones to make your head spin. The company expects to widen their lead over other providers in 2011, with 20 new 4G devices hitting stores before year-end, some of them exclusively with AT&T. What's more, the company's Android portfolio will include an industry-leading 12 new devices in 2011. AT&T expects to offer two 4G smartphones in the first quarter which will join its two existing 4G-compatible laptop cards. Five to seven 4G devices in its lineup will be offered in the first half of 2011.

Applications

There's an app for EVERYTHING, and AT&T provides its customers with access to more than any other carrier. In 2011, the company plans to expand that leadership in apps with new initiatives like speed collaboration with app developers and open AT&T's network capabilities to the development community.

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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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