



Together with NEXTEL

CDG Conference  
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Global Development

# Agenda

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- Sprint update
- Overview Sprint Data Applications...promise in 2 minutes!
- **HIGHLIGHTS:**
  - Simple Everything Plan...including pricing
  - Applications
    - Push to Talk over CDMA (Qchat)
    - Airave (Sprint Femtocell)
- Sprint Select Carrier Program
- Q & A

# Sprint Nextel At-a-Glance

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- > No. 53 per Fortune
- > \$41B in annual revenues
- > 56,000 employees
- > Full portfolio of integrated wireless and wireline solutions
- > ~18,000 distribution points
- > 95% of Fortune 1000 companies choose Sprint
- > Int'l IP network covering 1,100 points-of-presence in 100+ countries

- > ~53M wireless subscribers
- > Wireless voice coverage: 299M
- > Wireless Broadband Coverage: 245M
- > +60,000 cell sites on air
- > Strong wireless ARPU of \$56 (CDMA Data ~\$14)
- > Solid spectrum position
- > Wireless voice roaming +160 countries
- > Robust wireless networks providing Push-to-Talk, LBS, and Multimedia services

voice • data • video • wireless • long distance wireline

# Sprint Nextel Product & Services Overview

# VIDEO: Wireless Data Sizzle

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WEB-MESSAGING-GPS-MUSIC-TV



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Simply Everything Price Plan Review

# Simply Everything will be our marquee plan

	Price	Text, Picture & Video Messaging	Direct Connect® & Group Connect®	Mobile Internet <small>web surfing, mobile email, Sprint Navigation, TV &amp; Music</small>	Talk
<b>Simply Everything<sup>SM</sup></b>	<b>\$99.99</b> per mo.	Unlimited	Unlimited	Unlimited	Unlimited

With Simply Everything<sup>SM</sup>, maximize your phone's potential and do more of what you want - talk; text, picture and video messaging; Direct Connect® and Group Connect®; web surfing, mobile email, Sprint Navigation, Sprint TV,<sup>SM</sup> Sprint Radio and exclusive content like NASCAR Sprint Cup Mobile<sup>SM</sup> and NFL Mobile.

***We're making it easy for customers to choose Sprint. And we're giving our existing customers a reason to stay. It's the Simply Everything plan.***

# VIDEO: Simply Everything Plan

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By Sprint CEO Dan Hesse

# Secondary - Unlimited Talk/Message/NDC

	Price	Text, Picture & Video Messaging	Direct Connect® & Group Connect®	Mobile Internet <small>web surfing, mobile email, Sprint Navigation, TV &amp; Music</small>	Talk
Everything <sup>SM</sup> 900	\$8999 <i>per mo.</i>	Unlimited	Unlimited	Unlimited	900 <i>minutes</i>
Everything <sup>SM</sup> 450	\$6999 <i>per mo.</i>	Unlimited	Unlimited	Unlimited	450 <i>minutes</i>
Secondary → Unlimited Talk / Messaging / Direct & Group Connect	\$8999 <i>per mo.</i>	Unlimited	Unlimited	NA	Unlimited
900 Talk + Unlimited Messaging / Direct & Group Connect	\$6999 <i>per mo.</i>	Unlimited	Unlimited	NA	900 <i>minutes</i>
450 Talk + Unlimited Messaging / Direct & Group Connect	\$4999 <i>per mo.</i>	Unlimited	Unlimited	NA	450 <i>minutes</i>



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High Performance Push to Talk  
Nextel Direct Connect in CDMA (QCHAT)

# Sprint Background with Push to Talk

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- Service launched by Nextel in 1993 utilizing iDEN technology
- Marketed under the name of "*Direct Connect*" (or "*Walkie-Talkie*")
- Half-duplex radio service that allows one transmission at a time between two users
- Provides "instant" contact, resulting in time, cost, and productivity savings
- Originally developed for dispersed field force personnel and public safety workers; PTT has grown to provide services to Fortune 500 enterprises and consumers



In '06-'07, Sprint completed over **210 billion** Direct Connect connections.

# Direct Connect

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- Direct Connect ® provides the call set-up times of less than one second that customers have come to rely on to boost productivity and save time and money.
- Direct Connect ®: Instant one-to-one push-to-talk communication that is interoperable with the millions of existing Nextel Direct Connect subscribers.
- Call Alerts: A repeating alert that users can send to let another Nextel Direct Connect subscriber know they are trying to reach them.
- Group Connect ®: Unique one-to-many capability of Group Connect that helps customers quickly communicate with up to 20 other Nextel Direct Connect users all at once. Groups can be created and managed dynamically on the device or online.

## Direct Connect – High Performance Push to Talk on CDMA

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- April - launched two new Nextel Direct Connect ® devices powered by Qualcomm's QChat ® technology.
  - The Sanyo Pro-200 and the Sanyo Pro-700 are available to enterprise customers through the Sprint direct sales force in Kansas City, Denver and Cincinnati.

# QCHAT Phone: Sanyo - Pro700

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# QCHAT Phone: Sanyo – Pro200

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# Other Direct Connect Devices:

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**LG  
LX400**



**Motorola  
V950**



**Samsung  
Z400**



**Samsung  
Z700**



# New Features with Direct Connect on Sprint

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## Single number option:

- Customers can choose the simplicity of having one phone number for voice and push-to-talk calls.

## Team DC ®:

- This more formal one-to-many feature allows up to 35 Nextel Direct Connect subscribers to communicate via PTT at the same time - nationwide, quickly and easily.
- Customers create and manage groups online, then all members of the group receive a notification and can access the group.
- DC Permissions: Customers have the ability to block/allow incoming one-to-one push-to-talk calls and Call Alerts.
- PTT Missed Call Notification: When on a Nextel Direct Connect call, customers receive a notification if they miss a push-to-talk call, Call Alert or Group call.
- Call Alerts with Text: With the new Call Alerts with Text feature, customers can attach one of several preset text messages, such as "Please stop by,"

# VIDEO: Direct Connect

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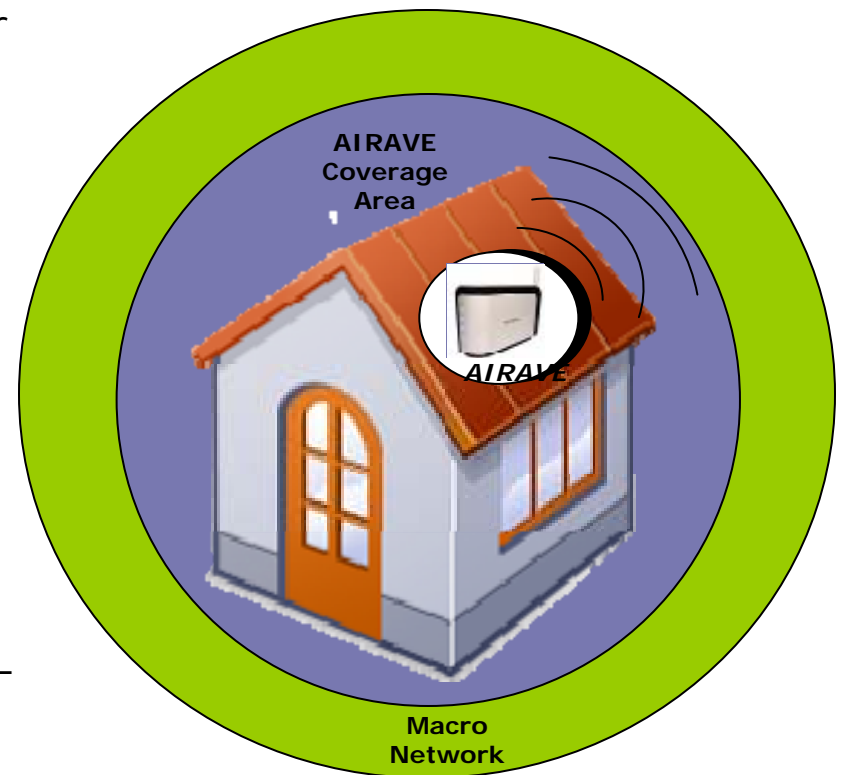


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Airave  
(Femtocell)

# Overview: AIRAVE is a “mini” CDMA base station

- The mini base station, a.k.a. femtocell, creates a CDMA signal within your home or small office that provides enhanced coverage for your Sprint PCS service:
  - ❑ Covers Up to 5000' Sq Ft
  - ❑ Supports 3 active/simultaneous users
  - ❑ Product offers unlimited at-home, anytime usage with great coverage
- Is compatible with any Sprint CDMA handset as it uses Sprint's licensed CDMA spectrum
- Device is self-installed and easily connected to customers existing Cable/DSL modem or router



***2007 - Sprint is the first carrier in the WORLD to launch a femtocell***

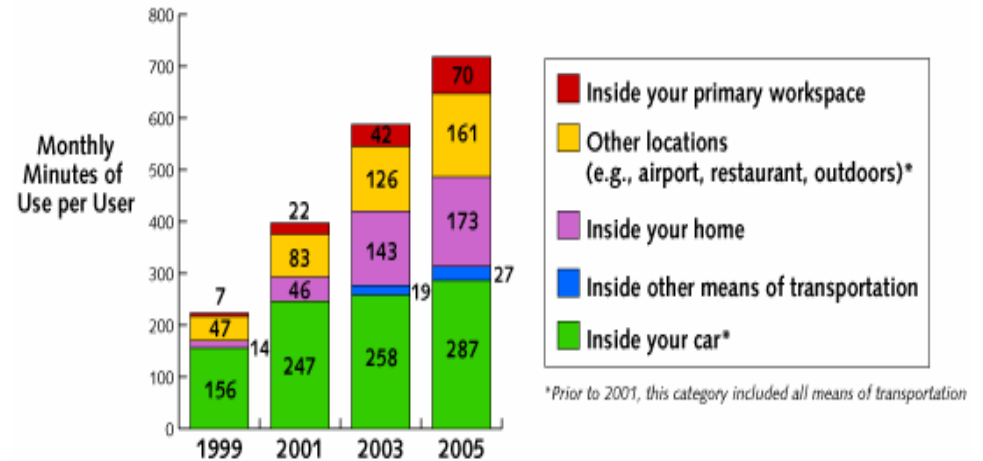
***2008 - PC World Selects AIRAVE for its 25 Most Innovative Products of 2007 Award***

# Market Opportunity – Why are we pursuing?

## Market Opportunity

- ❑ Enhanced Coverage Need
- ❑ Growth in landline displacement
- ❑ Convergence trends
- ❑ Growth of BB Penetration

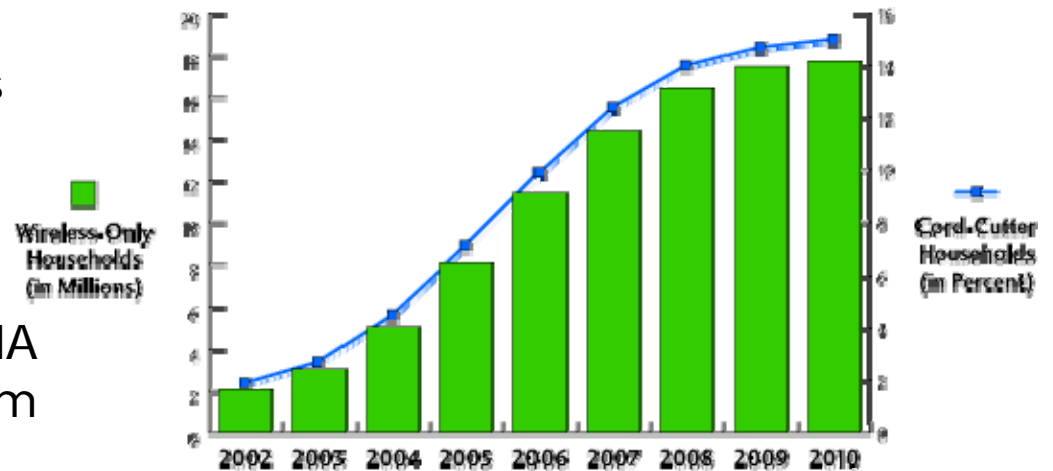
Where do you use your wireless phone?



## Advancement in technologies

- ❑ Femtocell solution allows for QOS and affordable market price to the masses
- ❑ Compatible with existing CDMA handsets and current spectrum

Wireless Displacement Forecast 2006 to 2010  
Source: Yankee Group, 2006

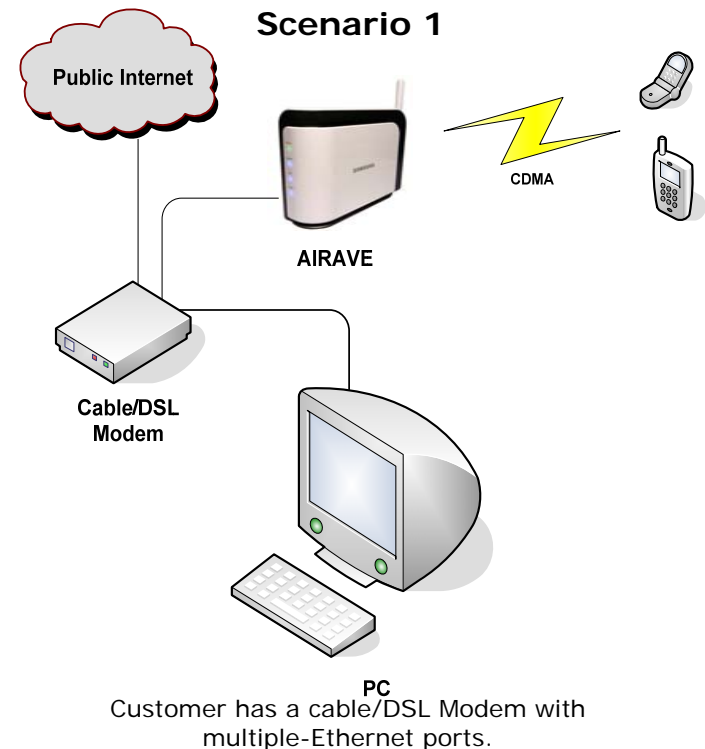


# Key Benefits

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## Key Sprint-Nextel benefits

- ❑ First-mover, no carrier has launched a femtocell, credible foothold on LL displacement market
- ❑ Increased customer satisfaction
- ❑ Protect customer base
- ❑ New revenue, OpEX savings by leveraging IP backhaul to reduce macro network load.



# Product Launch Roll-Out

Sprint is launching *AIRAVE* in two phases.

- **Limited Launch** – September '07 - Limited launch with some feature limitations
  - ❑ Locations: Denver, Indy (9/17) Nashville in late September
  - ❑ Channels: Retail Direct, Telesales, Indirect National (RS and BB)
  - ❑ Services: CDMA 1xRTT (Voice, SMS, Vision)
- **Full Launch** – 7/13/08 - Official launch with full system support and features
  - ❑ Locations: National Launch
  - ❑ Channels: Company Owned Stores, Business Direct, Retention



Packaging



User Guide



Quick Start Guide

**Limited Market Launch supported several key capabilities which allowed us to generate key learnings for Full Launch**

# Sprint's Select Carrier Program Key Elements

# Select Carrier Program – What is it?

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*The Sprint Select Carrier Program is a formal, contractual relationship between Sprint and an **international CDMA operator looking to reduce costs and speed time-to-market from a network, technology, product platform, and device standpoint.***

## The program includes:

- deep access to Sprint “know how” and Intellectual Property
- consistent interaction with functional experts and executives
- knowledge of Sprint strategic & technical planning & roadmaps
- access to suppliers of platforms, content and device HW & SW
- leverage by using Sprint purchasing power to lower costs

Any questions?

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