AT&T ENHANCES LOCAL WIRELESS NETWORK AT CHARLOTTE MOTOR SPEEDWAY

Company Expands Wireless Network Capacity to Accommodate Large Crowds at Charlotte Motor Speedway Events

CHARLOTTE, May 15, 2014 — As thousands of people converge at the Charlotte Motor Speedway for events this month, AT&T* is boosting network capacity to help its customers have a great wireless experience.

The company has deployed two Cell on Wheels (COWs), to accommodate expected increased wireless network demands from high concentrations of smartphone users. The augmentations will help improve reliability and data speeds through May 25.

“Each spring, it is exciting when the best drivers and teams and their loyal fans in motorsports come to Concord,” said Mayor J. Scott Padgett. “As a City, we are committed to working diligently with the Speedway and other partners in the community to help ensure that our visitors have a wonderful time during their time with us, both in the community and at the track. So I am pleased with this effort to provide a stronger wireless network for our guests.”

The temporary enhancements are part of AT&T’s ongoing efforts to prepare for and provide the best possible mobile experience during special events at the Charlotte Motor Speedway. With crowds expected to reach about 146,000 attendees, AT&T’s network team has enhanced three nearby cell sites, and deployed two COWs to support the crowd’s mobile Internet needs.
“Events at Charlotte Motor Speedway consistently generate memorable experiences that our customers want to share with friends and family through text messages, photos, status updates on social networks and calls from their mobile devices,” said Todd Lanham, AT&T’s regional director of External Affairs for Charlotte. “We’ve deployed a team of network engineers that’s hard at work on local enhancements to help provide great connectivity, solid coverage and fast speeds.”

AT&T is building its network for speed, reliability and overall performance. AT&T made strategic network architecture decisions as the company planned for 4G – taking into account what services customers would want down the line, and how they could be best served.

AT&T launched its ultra-fast 4G LTE network in Charlotte in 2011. The company invested nearly $300 million in its Charlotte wireless and wireline networks from 2011 through 2013, and more than $1.6 billion in its wireless and wireline networks across North Carolina during that same timeframe.

AT&T’s focus to deliver the best possible mobile Internet experience goes beyond 4G to embrace additional connection technologies. AT&T operates the nation’s largest Wi-Fi network* including more than 32,000 AT&T Wi-Fi Hot Spots at popular restaurants, hotels, bookstores and retailers, and provides access to more than 529,000 hotspots globally through roaming agreements. Most AT&T smartphone customers get access to our entire national Wi-Fi network at no additional cost, and Wi-Fi usage doesn’t count against customers’ monthly wireless data plans.

Over the past six years (2008-2013), AT&T invested more than $140 billion into its wireless and wireline networks, when you combine capital and spectrum acquisitions. Over the past six years, AT&T has invested more capital into the U.S. economy than any other public company. In a September 2013 report, the Progressive Policy Institute ranked AT&T No. 1 on its list of U.S. “Investment Heroes.”

For more information about AT&T’s coverage in Charlotte or anywhere in the United States, consumers can visit the AT&T Coverage Viewer. For updates on the AT&T wireless network, please visit the AT&T network news page.
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Reliability claim based on data transfer completion rates on nationwide 4G LTE networks.

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