

“Be bold, be bold, and everywhere be bold.”

– Edmund Spenser

AT&T/BlackBerry® Bold™ Enterprise Launch



Presented by George P. Johnson May 12, 2008

Concept A: EVOLVE

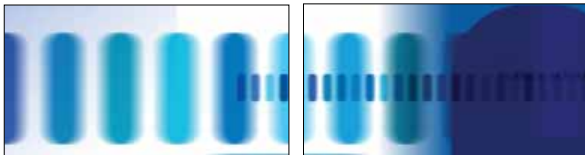
IT'S ELEMENTAL: ONLY THE BOLD SURVIVE

Pull on your safety goggles and hang on to your Armani hat: the worlds of smart and sexy are about to collide. Only one smartphone — the AT&T/BlackBerry Bold — brings style and substance together in one sleek package. So advanced in its form and function, one imagines its creation taking place in a secret, futuristic lab, which is just where we'll take your guests for one electrifying evening.

The air in the BlackBerry Lab sizzles like static as your guests arrive to find their “own” DNA map projected with their name, immediately establishing each guest as unique and distinctive. Inside, they find a clean, sterile, state-of-the-art lab, buzzing with the energy of exploration and discovery. Guests enter, still in awe, to find they are part of the experience; here they can test cocktails served in flat-bottomed beakers and experiment with their food, combining bite-sized appetizers on Petri dishes. They mingle and lounge on sleek leather couches, like the VIPs they are. All design elements combine as a metaphor for the evolution of communication, and at the end of that elaborate evolutionary cycle, there is the culmination: the AT&T/BlackBerry Bold.

This pinnacle moment for AT&T and BlackBerry — the introduction of the most complete, innovative and advanced smartphone the market has ever seen — is held up for all to witness and admire.

The most important project in this lab owns center stage on light tables evocative of the forensic science procedurals sweeping the airwaves, with a giant magnifying glass poised above a shrouded object. At the culmination of a spectacular laser light show, the mysterious discoveries are dramatically revealed in a burst of light and sound supported by the content on the video wall. The future is here...and it's AT&T/BlackBerry Bold.



Welcome Video Animation Sequence



Concept A: EVOLVE

EXTERIOR ENGAGEMENT

The VIP experience begins as attendees approach the impressive, illuminated façade of the IAC building.

- **Spotlights shoot skyward**, shining beacons proclaiming the theatrical intensity of the evening's events.
- **An intriguing billboard** asks the question: "What is Bold?" (After the event, the question is answered with a giant image of the AT&T/BlackBerry Bold smartphone.)
- **Logos and key words** dance on the sidewalk in front of the building, projected by gobos nearby.
- **A midnight black carpet** stretches from the curb to the front door.
- **Black-attired security personnel**, complete with ear pieces, stand guard outside the entrance to illustrate the exclusivity of this event.



Billboard Pre-Event



Billboard Post-Event

Concept A: EVOLVE

EXPERIENTIAL ELEMENTS INCLUDE:

- A **dynamic entry experience** erases the day and readies attendees for the night ahead. Larger than life hanging scrims create a transition between the registration area and the bold new world beyond. Projected upon the slats is the command, “EVOLVE,” so that as guests pass through, they understand that they are rising to the upper echelon of the AT&T/BlackBerry Bold. As they move through the portal, they leave their worldly cares behind to arrive open, cleansed and ready to experience all that is inside.
- A **famous DJ invents new beats** in a dark corner of the room, spinning music and creating a custom playlist. The DJ (Simian Mobile Disco, DJ Hell, Tiga, James Murphy, Diplo or another hip NYC DJ) will put this playlist onto microSD cards and give to attendees to download onto their smartphones once they receive them at the end of the evening.
- A **periodic symbol (Bb)** is assigned to the AT&T/BlackBerry Bold, creating a correlation between the building blocks of science and this essential smartphone. The symbol appears on custom-printed coasters, napkins and collateral.
- **Blueprints** outline the creation of this advanced smartphone and whiteboards with complex formulas written out, all illustrating how BlackBerry has “built perfection.”
- **Laser shows** provide a stunning visual backdrop for the evening, giving guests the impression that they are in a “high security” area and providing a big bang for the smartphone reveal.
- As **“highly evolved” members of their species**, attendees feel superior just being at the event.
- A **signature cocktail, the BOLD BANG THEORY** (a dramatic cocktail featuring Hynotique of Blue Curacao to achieve the color — AT&T blue) will be ordered by AT&T/BlackBerry Bold-wielding staffers via their smartphones, and then delivered to the attendee in a flair of exceptional service.
- **Leather couches** paired with clear Lucite® tables and chairs and stainless steel details impart a clean, sterile feeling.



Simian Mobile Disco



Leather couches, Lucite tables/chairs and stainless steel elements



Periodic symbol



AT&T/BlackBerry Bold blueprint



Protective glass case



Lab coats with silver and neon “AT&T blue” details

Concept A: EVOLVE

VIDEO WALL CONTENT

In addition to “video wallpaper,” consisting of imagery that will provide a visual landscape, the video wall will feature educational components that bring to life the AT&T/BlackBerry Bold smartphone's features and benefits in a unique and compelling way.

- **A technological rundown** of the smartphone's inner workings and key features/benefits, connects the smartphone to the most advanced discoveries of today.
- **Animated views of the smartphone's “DNA,”** interspersed with transforming cellular images, graphically highlight supporting messaging.
- **BlackBerry “buzz words”** that have been assigned male or female chromosomes illustrate the AT&T/BlackBerry Bold smartphone's DNA and highlight key attributes. (For example, XX = elegant; XY = powerful; XX = design; XY = speed.)
- **Particles come together to form shapes**, brightly colored cells divide and chemical compounds transform from gaseous to liquid to solid states.
- **Rheinberg illumination** (optical staining) microscopy provides a colorful detail.
- **Flowing rivers of lava** in close-up impel attendees to take a closer look to decipher the moving image. **Molten steel** flows like a metallic stream, as chunks of steel drop in and melt one by one.
- **Fast-paced “evolution” sequences** set to music captivate and transfix guests. **Time-lapse photography** portrays flowers growing from seed to bloom in seconds. **Glaciers morph into valleys** and volcanic eruptions create island oases in accelerated footage.



Concept A: EVOLVE

THE SCIENCE OF SLEEK. THE EVOLUTION OF CONNECTION.

Get Hands-on with the AT&T/BlackBerry Bold

AT&T/BlackBerry Bold represents the evolution of technology...the next generation of smartphone. Five Demo Stations aligned to lifestyle categories illustrate how this technology can integrate into all aspects of your guests' lives, helping them evolve into the next generation of success!

COMMUNICATION

The AT&T/BlackBerry Bold lets you stay in constant contact. We'll highlight this exceptional connectivity by allowing guests to blog and correspond in real-time right from the event, for a powerful viral element. Features highlighted include: **Internet Browser, Phone, Email and Text Messaging.**

- **"Blog About BlackBerry Bold" Stations:** Attendees are invited to post thoughts, pictures and videos to the AT&T/BlackBerry Bold blog live from the event, via the demo smartphones. Guests' first impressions of the unprecedented smartphone and their extraordinary surroundings will be captured just as they're experiencing them.

ENTERTAINMENT

With an unparalleled entertainment experience, the AT&T/BlackBerry Bold takes fun on the go, making your unique entertainment library portable, enabling streaming audio and video, and giving you the ability to record and send video and pictures, instantly. Features highlighted include: **Brilliant Display, Video Recording, Mobile Streaming, Media Player and Camera.**

- **Spore Video Game:** Smartphones are preloaded with a mobile version of the popular video game where players can create a species and help it evolve through a series of challenges.
- **Photo-Op:** Attendees take pictures with the smartphone and visit the customized event microsite afterwards to retrieve photos.



Concept A: EVOLVE

Get Hands-on with the AT&T/BlackBerry Bold, (cont.)

TECHNO-LUST

The AT&T/BlackBerry Bold inspires envy. That's why people want it. This demo station celebrates the amazing gadgetry that will tweak the geek inside your target and get people buzzing. Features highlighted include: **Sleek Design, Desktop Internet Experience** (viewing full-screen Internet pages), **Expandable Memory, HSDPA Compatibility** and **Faster Download Times**. Demos could include:

- **65,000 Colors:** Users can choose the color pattern that will be displayed on the big screen, allowing them to experiment with the color combinations inherent in the 65,000-color capability of the smartphone, and see their work on the huge video wall.
- **Screen Resolution Evolution:** An image on the large video wall in very intricate detail is juxtaposed against the same image on the device screen so that the user can be impressed by the smartphone's resolution.



PRODUCTIVITY

As an enterprise smartphone, the AT&T/BlackBerry Bold gets things done. By combining great BlackBerry service and features your targets have come to expect, and enhancing them exponentially, this smartphone takes productivity to the next level. Features highlighted include: **View & Edit Attachments, Faster Download Times, Ability to Multi-Task, Multiple Email Accounts** and **Push-Delivery Technology**.

- **Multi-Task Master:** Station allows contestants to race against one another while exploring the “dual functionality” of the smartphone; for example: being able to make a call while checking/answering emails; downloading music while viewing a complex attachment.

MOBILITY

Your target is no longer a road warrior, he's a full-blown nomad. He needs to work everywhere without compromising functionality. That's where the AT&T/BlackBerry Bold comes in. Features highlighted include: **Wireless Modem, Built-In GPS, AT&T Navigator, Extended Battery Life** and **Instant Messaging**.

- **Where in the World?:** Here, the user is given clues as to the coordinates of the mystery location. Their goal is to use the smartphone to find where in the world the chosen location exists.
- **Survival of the Fittest:** Interactive GPS demo pits users against each other in a race to navigate to different locations in NYC. Whoever “gets there” (on their smartphone) first wins.

EXPERIENCE ENHANCER

To completely blow your audience away, we'll create a mini-episode of a CSI-type program, using talent from one of the franchise shows. The AT&T/BlackBerry Bold takes the leading role in this episode with all its attributes highlighted. Eventually saving the day, this show is part entertainment, part education, showing your guests all they can accomplish with the smartest of smartphones. The colossal video wall allows us to air this program in a way that will capture everyone's interest and focus all attention on the star of the show — AT&T/BlackBerry Bold.



Concept B: A Study in Contrast

LET US TAKE YOU ON AN INTREPID JOURNEY IN CONTRAST...

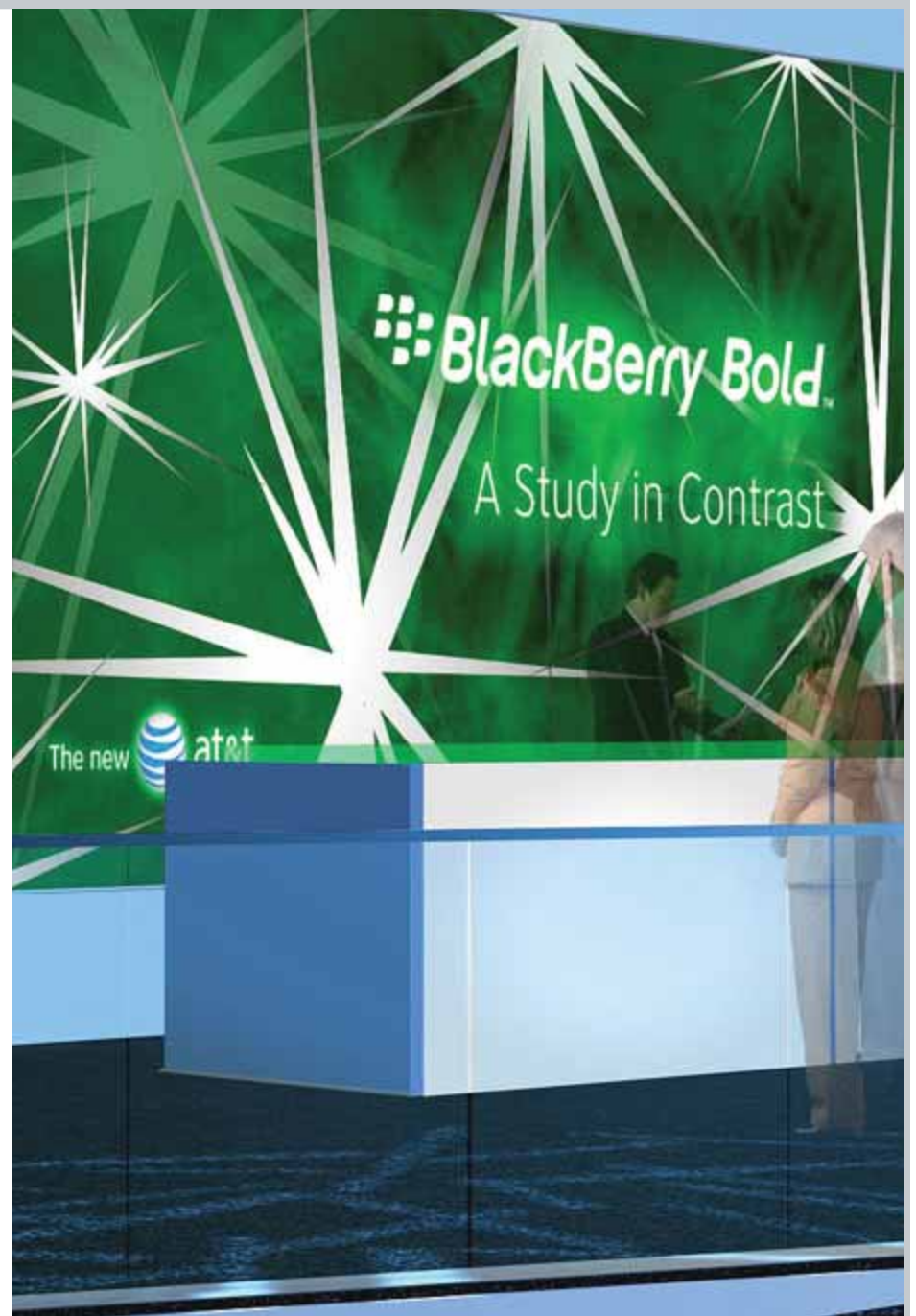
Extraordinary, remarkable, rare, singular, curious and courageous: we admire these qualities almost above all others in today's society. In a word, we all strive to be **bold**. For just one night, we'll create a bold new world by bringing together night and day, quiet and loud, traditional and unconventional, to take a journey in contrasts. Just as the BlackBerry Bold is a juxtaposition of style and smarts, this event explores life's contrasts.

Metallica's groundbreaking performance with the London Philharmonic provides our inspiration for this event — two worlds colliding to make a pioneering new sound, unlike anything ever heard. We'll create our own unconventional harmony by bringing in a live or canned performance of two artists from very different genres collaborating on a single masterpiece.

The IAC building in the NOHO neighborhood of NYC (across from Chelsea Piers) provides the perfect setting for this event, as its cutting-edge, angular design is a bold contradiction to its surroundings. We'll take this impressive space and drape the interior in polished, onyx black to create a canvas for the world's largest video wall. Displaying striking imagery portraying contrasting images and concepts, the dynamic video wall shining against the sleek black background is a subtle allusion to the smartphone itself — transforming the entire space into one giant AT&T/BlackBerry Bold smartphone.



Welcome Video Animation Sequence

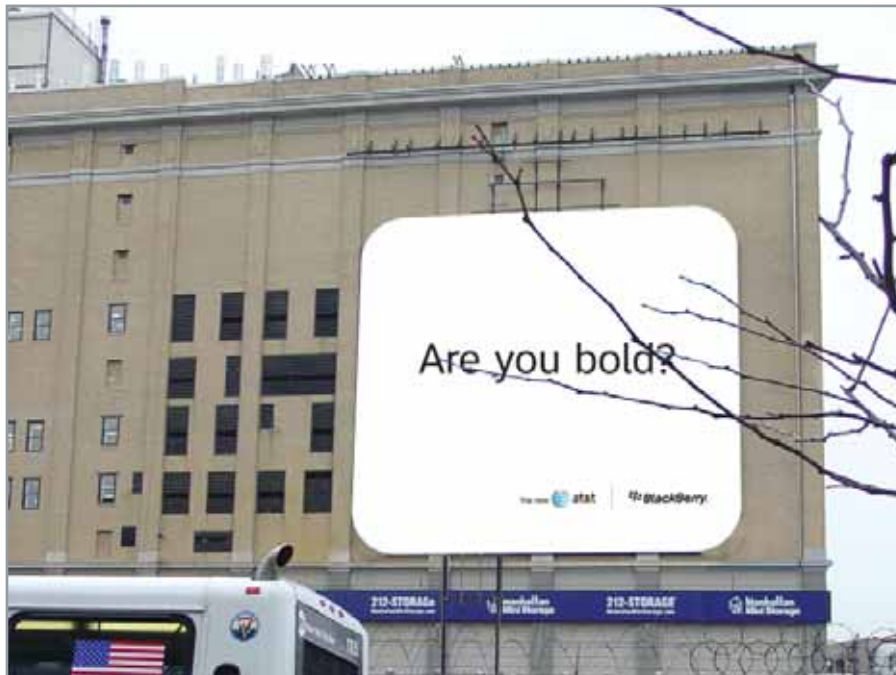


Concept B: A Study in Contrast

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Pre-Event Billboard



Post-Event Billboard

Concept B: A Study in Contrast

EXPERIENTIAL ELEMENTS INCLUDE:

- **A dynamic entry experience** builds anticipation and refreshes attendees so they are prepared for the night ahead. Twin black fabric-skinned fabric walls create a transition between the registration area and the world of contrast that lies beyond. Logos projected on the walls brand the experience and encourage attendees to forget their worries and enjoy their action-packed evening.
- **Artists from contrasting genres** (i.e., graffiti artist + sculptor) creating novel works of art, with a AT&T/BlackBerry Bold smartphone theme. Artists work in opposite directions at the same time, so attendees watch the work take shape in mirror image.
- **Musical performances** underscore the theme, such as a pianist sitting at a dramatic black grand piano and jamming with a DJ on a turntable or an electric guitarist.
- **With painted faces** bisected into black and white sections, the wait staff will personify the "Study in Contrast" theme.
- **A signature cocktail**, the **Black & Bold** (a play off the Black & Tan) will be ordered by AT&T/BlackBerry Bold-wielding staffers via their smartphones, and then delivered to the attendee in a flair of exceptional service.
- **Premium materials** employed throughout convey an atmosphere of sophistication and precision.
- **Platinum details** flash out from the black background, such as silvered glasses, light fixtures, and ties and shoes popping off black attire on wait staff.



Staff members personify the contrast theme



Protective glass case



Musical performance



Artists from contrasting genres



Leather Barcelona lounges and modern furnishings with chrome accents

Concept B: A Study in Contrast

VIDEO WALL CONTENT

In addition to “video wallpaper,” consisting of imagery that will provide a visual landscape, the video wall will feature educational components that bring to life the AT&T/BlackBerry Bold smartphone's features and benefits in a unique and compelling way.

- **“See it to believe it”** type stunts/feats infuse the display with high-intensity action.
- **Daredevil moves**, skateboard tricks and Cirque du Soleil-type stunts like parkour/freerunning come to life on-screen.
- **Musical beats** manifest in large projection.
- **Bold colors and prints** abstractly flash throughout the night.

See it to believe it



Concept B: A Study in Contrast

CONTRASTING INTERESTS. ONE SMARTPHONE..

Get Hands-on with the AT&T/BlackBerry Bold

Five Demo Stations aligned to lifestyle categories demonstrate how the AT&T/BlackBerry Bold fits into your life, bringing the many disparate areas that compile your character together in one device.

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- **Gigantor Video Experience:** At the event, attendees are video recorded against a green screen using the smartphone; and can send a video of themselves as a “Godzilla-like” creature juxtaposed against an image of the IAC building, and threatening to stomp!
- **Rampage Video Game:** Smartphones loaded with a mobile version of the classic video game allow attendees to tromp through the cityscape, destroying everything in their path.



Concept B: A Study in Contrast

Get Hands-on with the AT&T/BlackBerry Bold, (cont.)

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- **Download Dynamo:** Attendees download video clips from the evening's entertainment to see for themselves how quickly the AT&T/BlackBerry Bold can deliver, and how amazing the content looks on the high-resolution screen.

MOBILITY

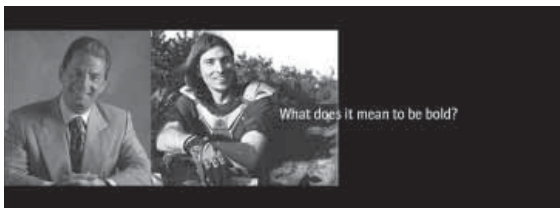
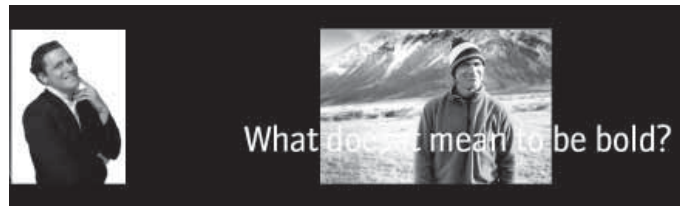
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- **Ends of the Earth:** Demonstration of the navigation capabilities between two very different locations on opposite ends of the earth, i.e., Perth, Australia to Juno, Alaska.

Speaker & Entertainment Recommendations

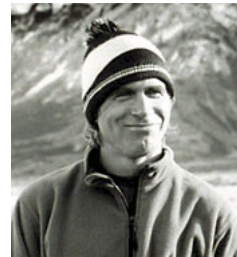
INTERVIEWS WITH BOLD INNOVATORS

True boldness is characterized by conviction and an independent spirit, so our entertainment for this event must embody those ideals. For a big bang that lasts throughout the evening, we'll create a **video collage** of industry leaders from a variety of disciplines by interviewing and capturing each of them answering the question, "**What does it mean to be bold?**" After they all restate the question in unison, they'll provide their insight one by one. Rather than the main event, this electronic wisdom will serve as an informative backdrop threading throughout the night.



LIVE SPEAKER

After attendees have had the chance to watch the collage of industry innovators, they'll be treated to a live session with a living legend: **Jake Burton** (Sports Entrepreneur). Turning a career-ending injury into opportunity, Burton transformed a simple child's toy — a basic snowboard called the "Snurfer" — into the Burton Company, today one of the world's largest snowboard and snowboarding-equipment manufacturers. Moreover, Burton was instrumental in fueling the pastime's ever-growing popularity, its integration into the sporting lifestyle and its recognition as an official Olympic sport.



Jake Burton



Food & Beverage Recommendations

A COHESIVE CULINARY STRATEGY

In keeping with the experience concept, the food for this event will be bold, fresh and unexpected. Food and beverages will be custom-designed by an emerging, innovative chef to complete the experience. Spicy paired with cold, nouveau paired with traditional, the food and beverage concept will provide the crowning details for a stellar event.

Catering Partnership Suggestions

Wylie Dufresne is the chef/owner of wd-50 restaurant in Manhattan and is a well-known culinary figure among gastronomes. Both Wylie and his pastry chef, Alex Stupak, have garnered praise for their inspired culinary combinations, cutting-edge culinary techniques, and innovative use of ingredients.

Pino Maffeo of Boston's Restaurant L uses liquid nitrogen, emulsifiers and an arsenal of equipment typically found in scientific laboratories, Maffeo creates what he calls "one-bite wonders."

Video Wall Content

Maffeo analyzes the molecular make-up of the ingredients with an infrared spectrometer nuclear magnetic resonance machine, equipment usually used by synthetic chemists and physicists. The video segment could include a demonstration of the creation of his signature dish, seared foie gras with a 24-carat golden egg.

If the chosen chef is Dufresne, he will talk about his time working for and with some of the culinary world's pioneers.



Pino Maffeo



Wylie Dufresne

Pre-Event Communication

INTENSELY PERSONAL; IMMEDIATELY INTIMATE

By piquing their interest via enticing video clips and soliciting attendees for their own definitions of “bold,” the pre-event communications engage your enterprise customers on multiple levels, building anticipation for the event and increasing attendance. All pre-event communications will feature the look and feel of the chosen concept and all digital assets are in html and optimized for viewing on a BlackBerry smartphone.

- **Enticing Teaser:** An intriguing email arrives — a famous face, a provocative quote, just enough information to get people talking but not enough to reveal its origin.
- **Short Code for Video:** The teaser urges readers to send a code via text. Instantly they receive a “Bit of Bold” (see next bullet).
- **Bits of Bold:** Short teaser clips from the entrepreneurial content to be aired at the event — an exciting personality describes “bold” in a sound byte and a glance. This process continues throughout the weeks building up to the event.
- **Save-the-Date Email:** Designed to convey the look and feel of the concept (“EVOLVE,” or “A Study in Contrast”) the email identifies the source of the mysterious video clips, and lets attendees know to mark their calendars!
- **Evite:** Complementing the design of the Save-the-Date, this email drives attendees to the microsite where they can register and download more video clips and branded content.
- **Customized Microsite:** Attendees will be able to register online for a simple, integrated process. Part of the registration process prompts them to answer the question, “What is bold to you?” This connects attendees to the powerful industry leaders who have had the same question posed to them, whose answers will be displayed in video fashion at the event. When guests arrive at registration, their answer and the answers from their peers will scroll along the video screen for a personalized touch.
- **Printed Correspondence:** Elegant, dramatic cards available for reps help facilitate in-person invitations.



Post-Event Communication

EXTENDING THE EXPERIENCE

The event is over, but the experience is just beginning. Post-event communication extends the encounter for attendees and leaves them talking, continuing the buzz. By driving attendees to the website and inviting them to an exclusive channel within an existing social network, the community that began at the IAC continues to grow, fostering increased brand affinity and long-term relationships.

- **Thank-You Email:** Within a week after the event, attendees receive a reminder of that amazing night: an email thanking them for attending and driving them to the custom website.
- **Candid Photos:** Retrievable via the event website, candid pictures taken on the smartphones during the event will be available to download and share with friends.
- **Personalized Phone Call:** By calling each attendee directly, the exceptional service they experienced at the event carries on.
- **Mobile Access to Exclusive Content:** Mailing a microSD card to each attendee allows them to load content from the evening directly to their BlackBerry smartphone, including video art and the collage of speaker interviews.
- **VIP Membership Within Social Network:** By leveraging an existing social networking platform and developing a custom channel, AT&T/BlackBerry will be able to create an exclusive community just for AT&T/BlackBerry Bold customers. From knowledge sharing to networking, the site will encourage increased interaction within the group, building affinity for this exclusive smartphone.

