

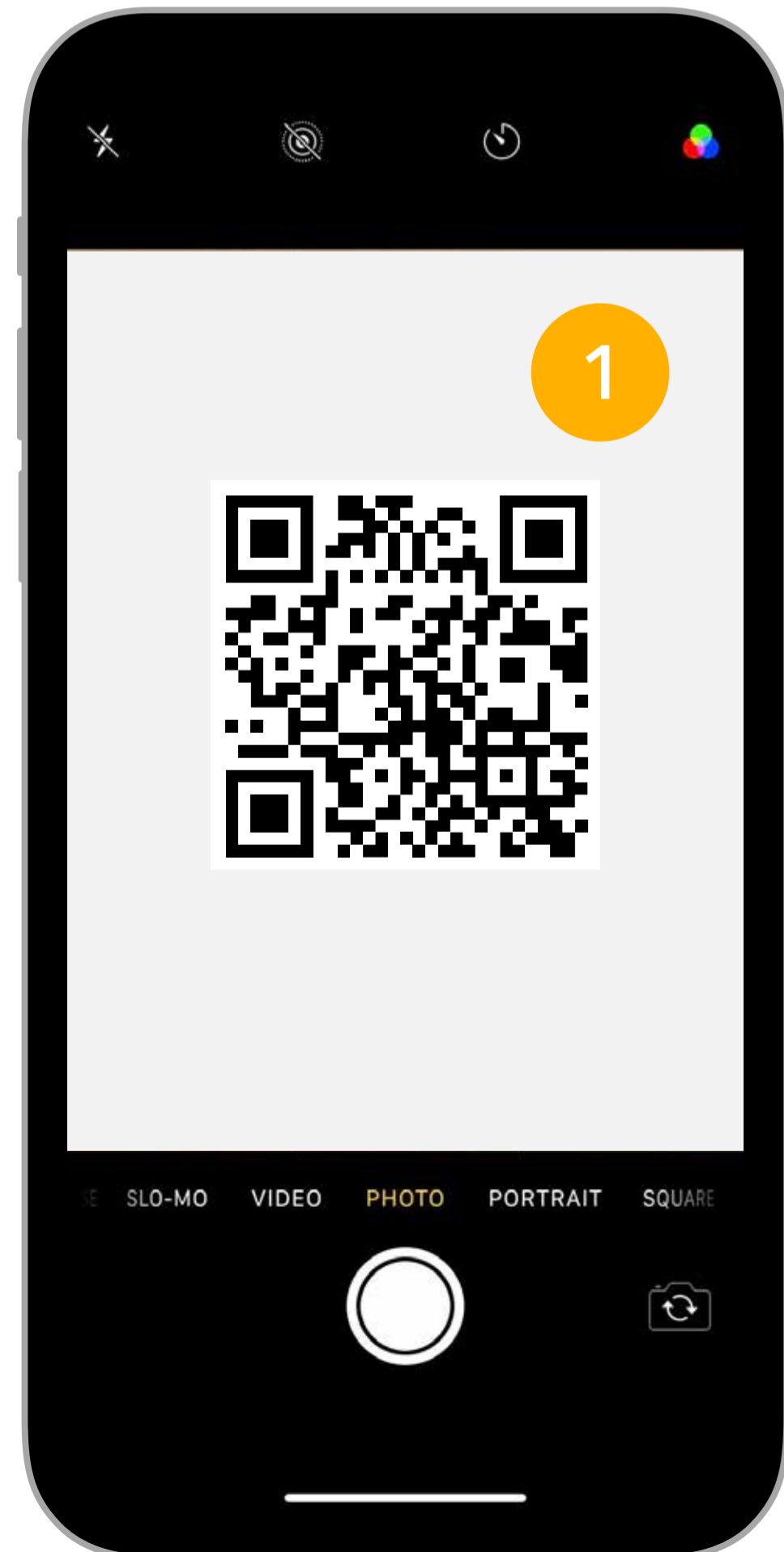


AT&T **mTAP**

Concept Design

v1.8

Connect your device



Connect your device

The big screen displays a lower third overlay with instructional text, the mTAP logo, and a QR code.

1.) User's device - enables users to scan the QR code with their device's camera.

2.) QR code - connects the user's device to the big screen and launches the mTAP web app.

3.) Content - displays live TV or any marketing content when mTAP is not in use.

Welcome screen

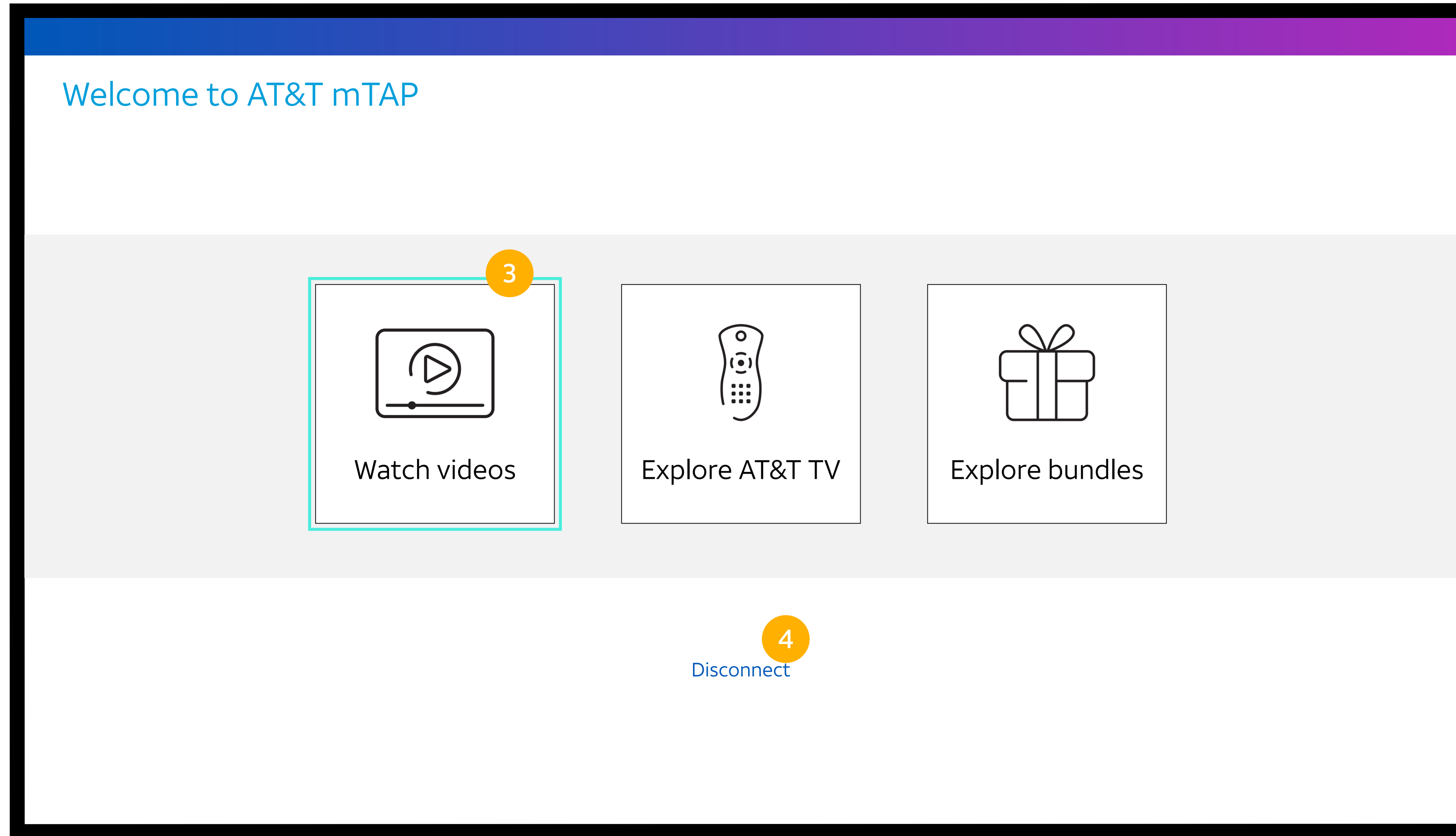
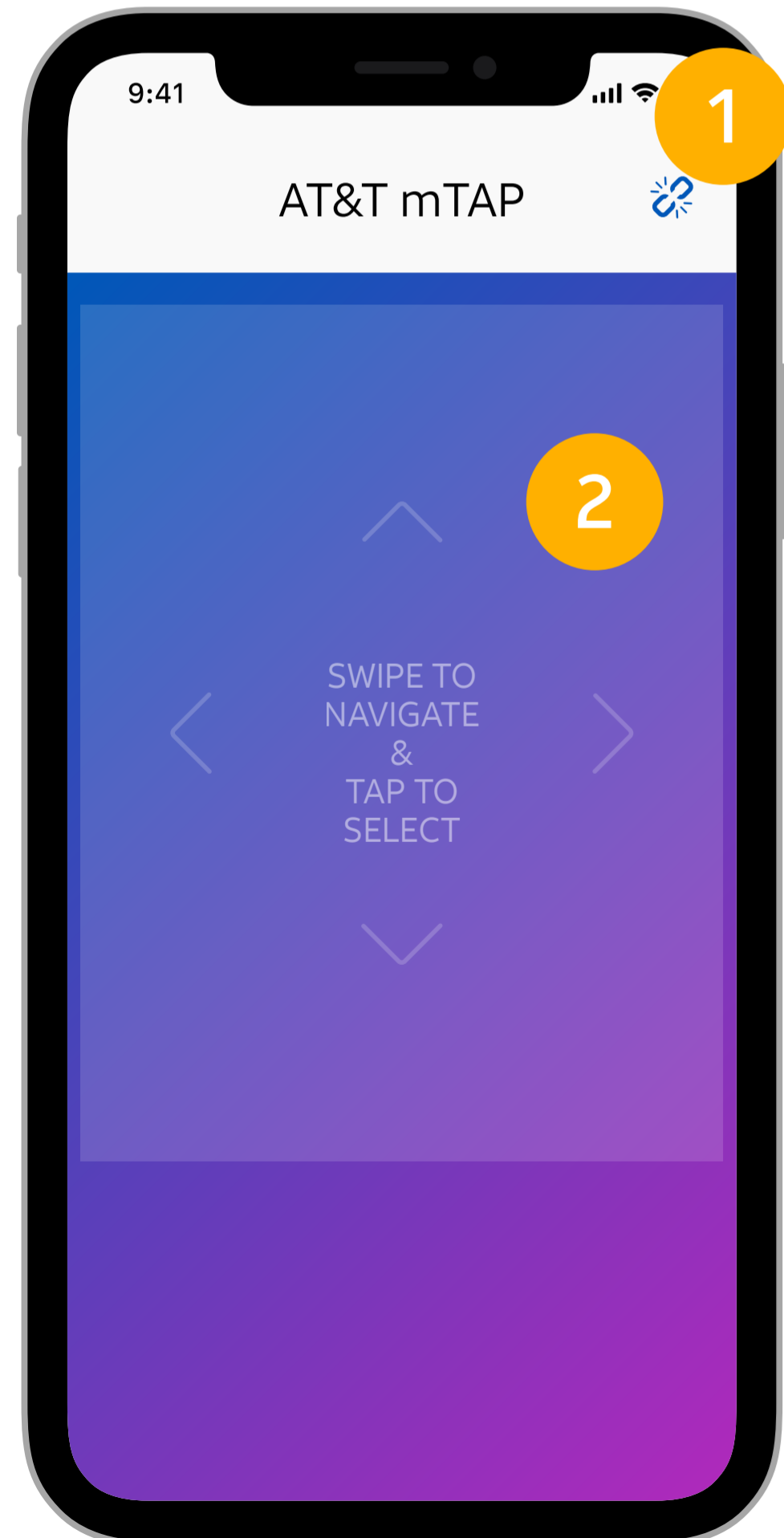


Welcome screen

The welcome screen displays for 3 seconds each time the app is launched. It fades out as the home screen appears.

Note: Once tested, we can adjust the 3 second duration if needed.

Home screen



Home screen

The home screen presents 3 options that the user can interact with.

1.) Disconnect icon - displays an alert message on the device confirming that the user would like to disconnect or not. There is no messaging on the big screen when a user taps this icon.

2.) Touch area - allows swipes for navigation and single taps for selections. The text tip & arrows provide instructions on how to interact with the big screen on your device. This only appears after each new connection and disappears after the user's first swipe/tap.

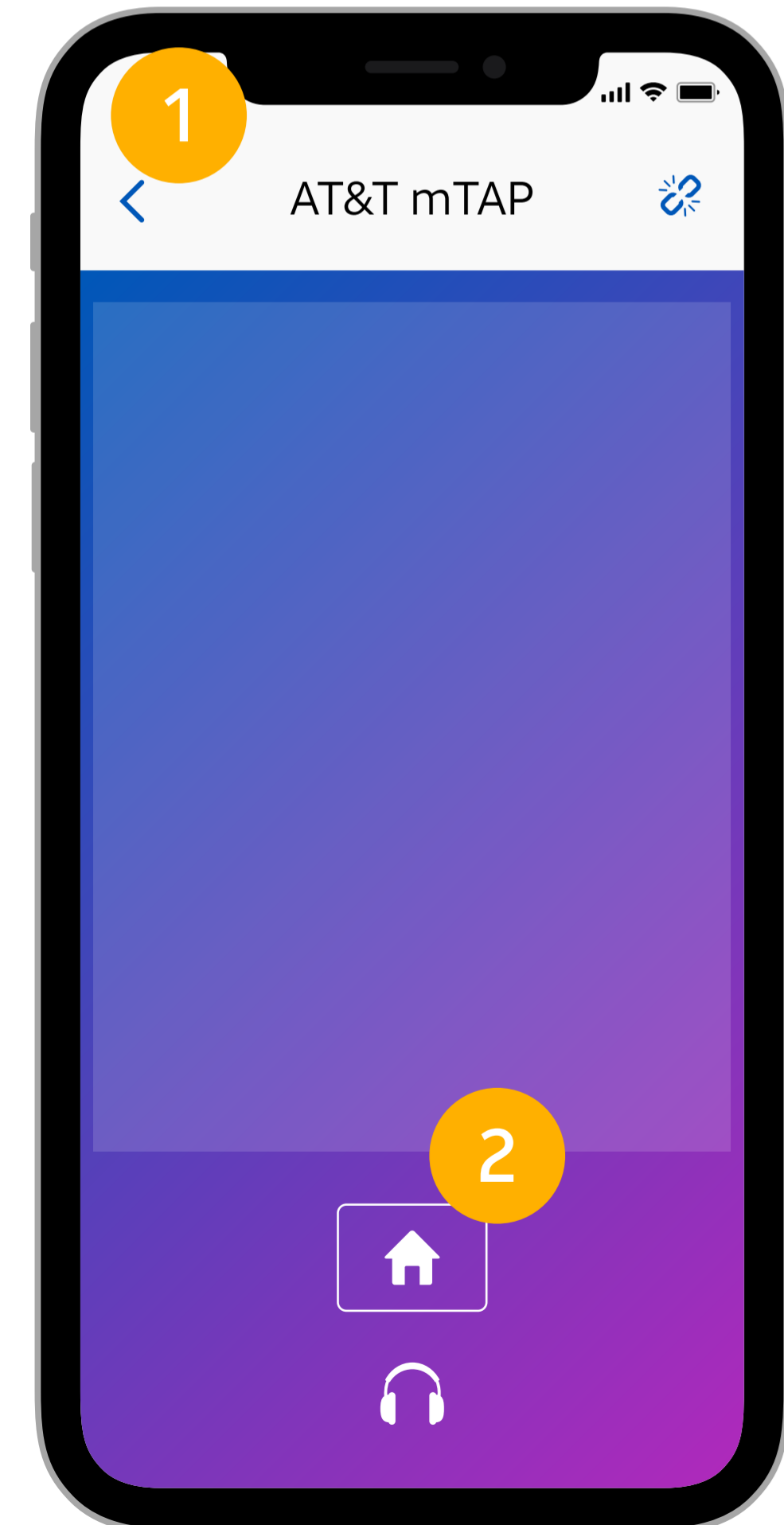
3.) Focus box - shows which item is currently highlighted. A single tap selects or launches the item. Swipe gestures on the device allow the user to navigate to other items on the big screen.

Note: Moving the focus box is like moving your mouse on a monitor (i.e. to move to the right, swipe to the right).

4.) "Disconnect" link - displays an alert message on the big screen confirming that the user would like to disconnect or not. There is no messaging on the device when a user taps this link.

POC focus items: Watch videos (default), Explore AT&T TV, Build bundle, Disconnect

Watch videos



Featured video

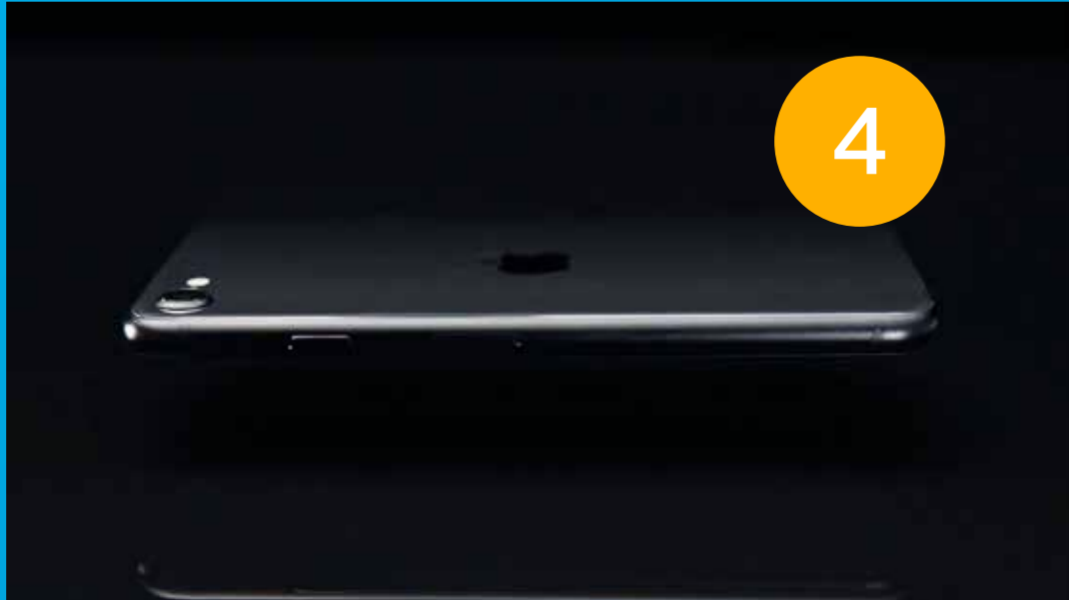


HBO Max 0:37

The characters, the moments, the worlds, together for the first time. HBO Max, where HBO meets so much more.

HBO Max is WarnerMedia's direct-to-consumer offering debuting in May 2020. With 10,000 hours of curated premium content anticipated at launch, HBO Max will offer powerhouse programming for everyone in the home, bringing together HBO, a robust slate of new original series, key third-party licensed programs and movies, and fan favorites from WarnerMedia's rich library.


Phones & devices




Apple iPhone SE 0:58



Samsung Galaxy S20 5G 0:59



LG V60 ThinQ 5G 1:03



Samsung Galaxy Note10 | 10+ 1:00

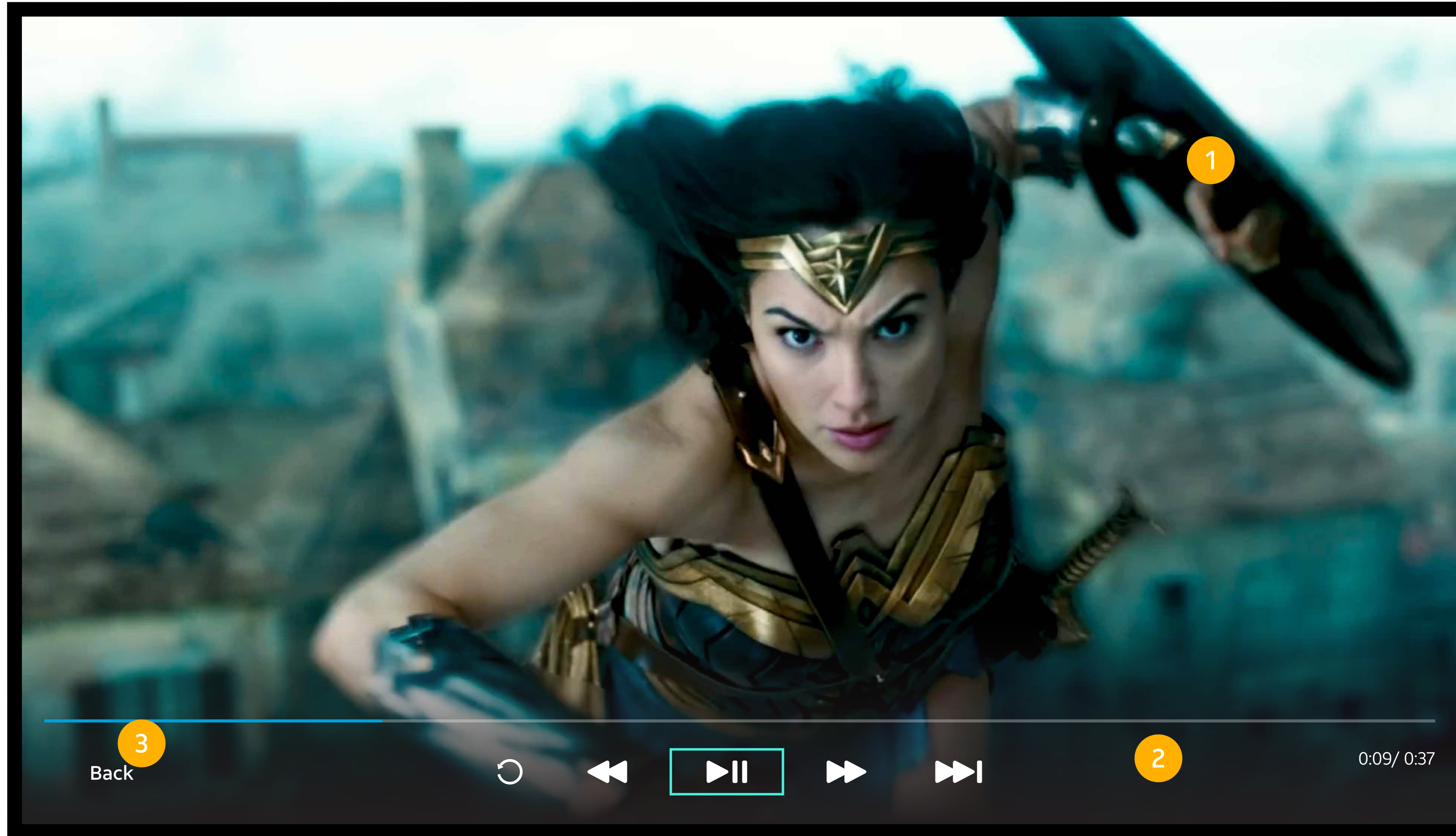
Watch videos

The video gallery presents videos that the user can view. For the POC, this includes 1 featured video and 4 category videos.

- 1.) Back arrow** - returns the user back to the previous screen.
- 2.) Home button** - returns the user back to the Home screen.
- 3.) Featured video** - displays a large thumbnail of a featured video. A single tap plays this video in full screen mode.
- 4.) Category videos** - displays smaller thumbnails of videos within the category. A single tap plays the video. The focus box surrounds the thumbnail only and does not include the video title or playtime.

POC focus items: Featured video (default), Product video 1, Product video 2, Product video 3, Product video 4

View video



View video

This screen displays the video that the user tapped on to view.

1.) Video - videos are played in full screen mode with no other controls visible.

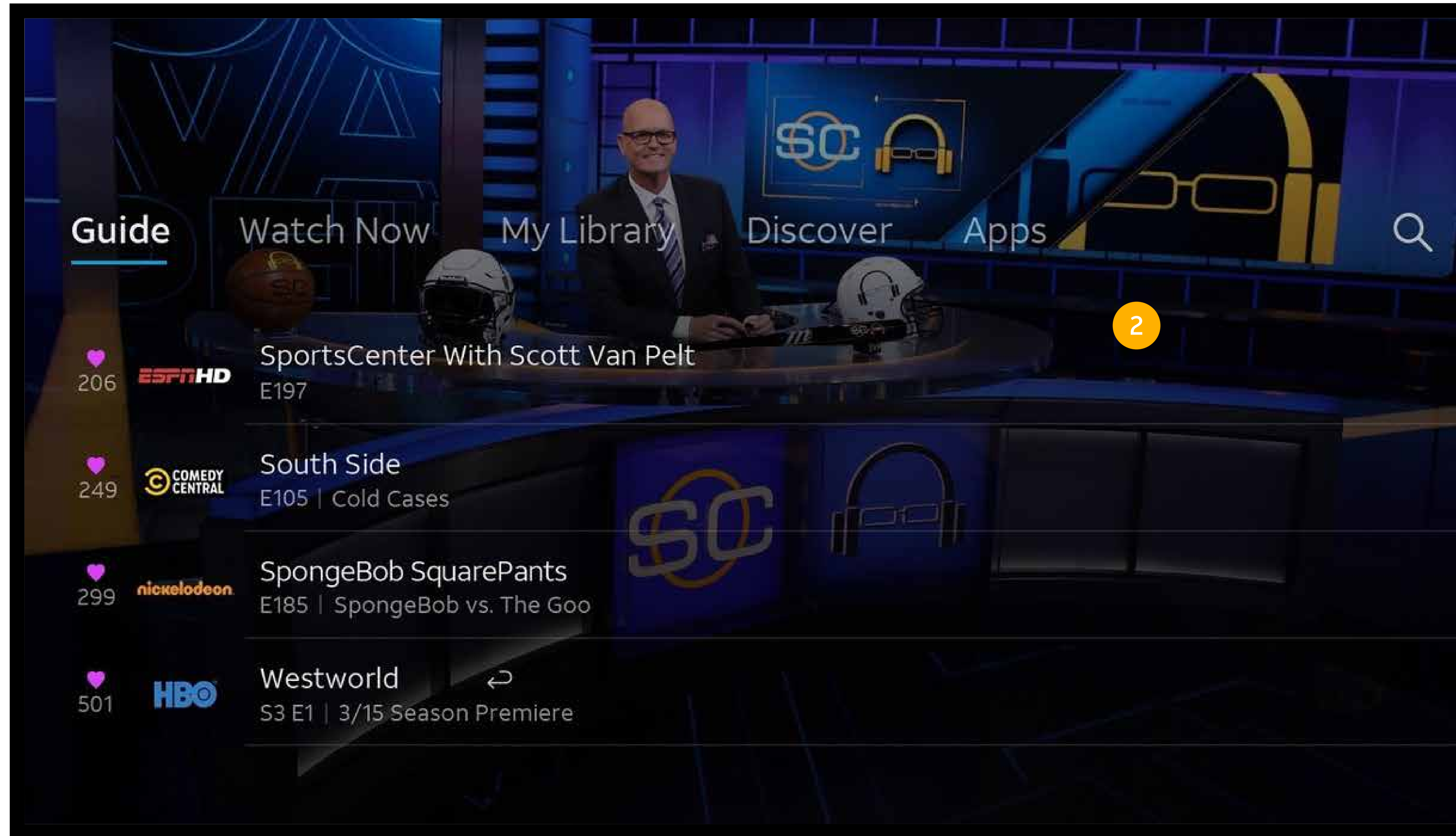
2.) Control bar - slides up from the bottom of the screen with a single tap. Slides back down and disappears after 5 seconds of no user interactions.

Note: All the video controls in the control bar can receive focus, but they are not actionable. For the POC, the only actionable item is the "Back" button.

3.) Back button- returns the user back to the previous screen (video gallery screen). Upon tapping "Back", the played video thumbnail retains the focus box. The progress of the last played video should be remembered in case it is played again.

POC focus items: Back, Skip back, Rewind, Play/Pause (default), Fast Forward, Skip ahead

Explore AT&T TV



Explore AT&T TV

Users can take charge of the remote to view the guide, browse, and change channels.

1.) Remote interface - allows users to view and control AT&T TV. The buttons act like the same buttons on an actual AT&T TV remote. For the POC, functioning buttons include:

- Guide
- Home
- List
- Directional pad
- Ok
- Exit
- Back
- CH (up & down)

2.) AT&T TV - displays the fully functional TV service.

Explore bundles



Step 1 of 5

Bundle more, save more.

Select at least 2 services for your bundle, then talk to a store rep for assistance.

- Wireless
- Internet
- TV

Continue

[Frequently asked questions](#)

Explore bundles

The explore bundles screen lets users select 2 or more services to bundle together to save money.

1.) Step indicator - displays the current step in the build bundle flow.

2.) Service - default state - displays the service options that can be bundled together. A single tap selects the item.

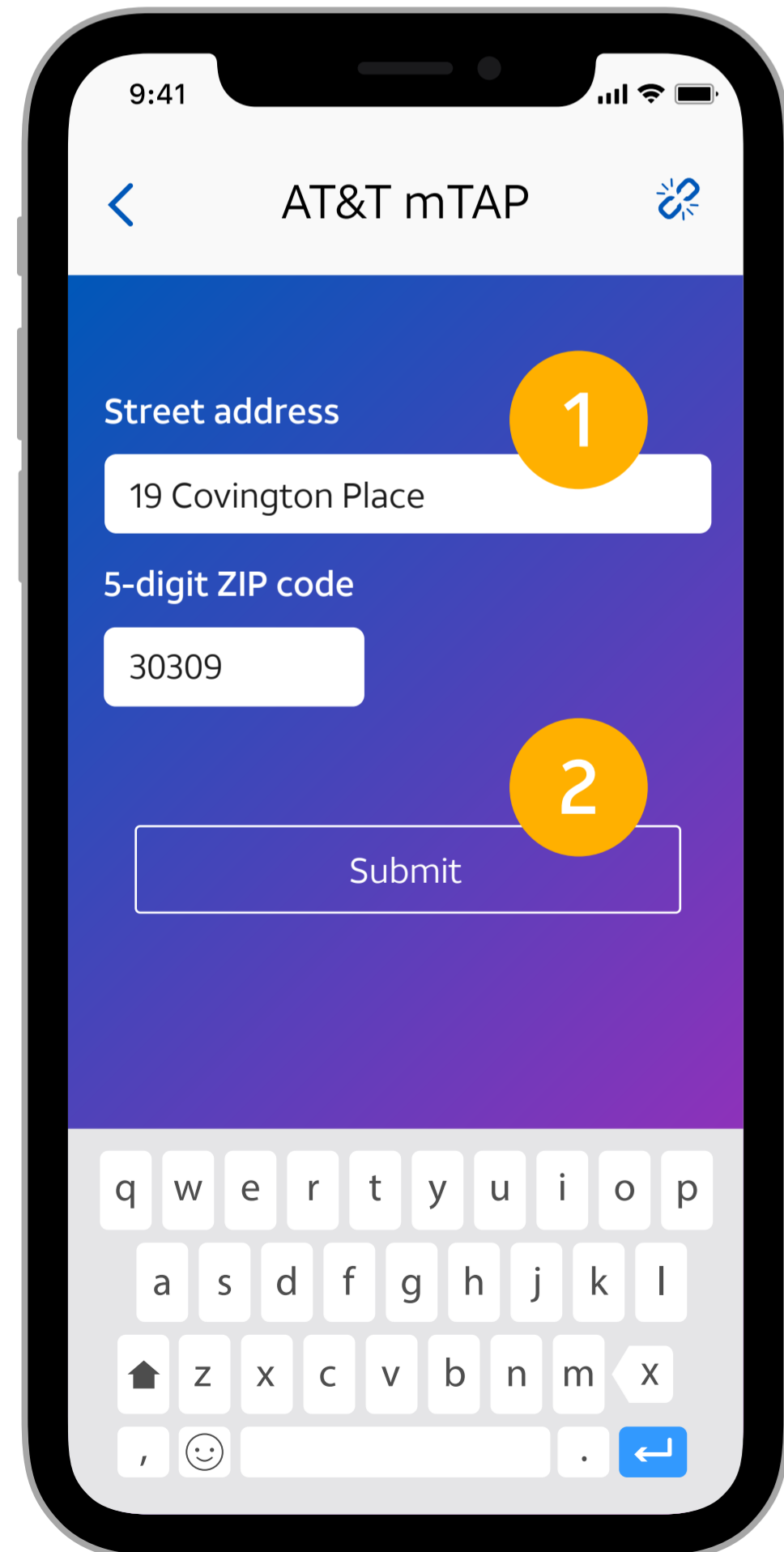
3.) Service - selected state - when selected, a checkmark appears within the checkbox. Tapping on the item again deselects it and returns everything back to its default state.

Note: For the POC, all 3 service options can receive focus and be selected. However, the summary screen will only show “Internet” and “TV” regardless of what is selected here.

4.) “Continue” button - This button is disabled until at least 2 service options are selected. It can only receive focus when enabled. Tapping this button proceeds to the next step.

POC focus items: Wireless (default), Internet, TV, Continue (when enabled)

Check availability



Check availability

Step 2 of 5

Please enter your address on your mobile device. We'll show you the highest speed available for your location.



Check availability

This screen allows users to enter their home address to check which internet speed is available in their area.

- 1.) Textfields** - allows users to enter in their street address and zip code. Tapping on either textfield brings up the device keyboard.
- 2.) "Submit" button** - submits the form and checks internet availability. This button is disabled until both textboxes are populated. For the POC, skip actual backend check and display next screen.
- 3.) Big screen** - displays static content instructing the user to enter in their address.

Availability results



Check availability

Step 2 of 5

Good news! AT&T Fiber is available at your address.

Internet Plan

Internet 1000 - Connection of 1000Mbps

~~\$49.99~~
\$39.99 Bundle price

Price plus taxes with 12-mo. agmt. \$10/mo. equipment fee applies. Includes \$10/mo. savings when bundled with other qualifying svc. (min. \$19/mo.) and unlimited data allowance at no add'l charge.

[See offer details](#)

Equipment

Wi-Fi Gateway

\$10/mo.

Your Wi-Fi gateway lets you connect your wired and wireless smart devices to the internet. Once it's installed in your home, you can:

- Save space with a single box that combines your modem and router.
- Make it easier to connect your computers, smartphones, gaming consoles, and other devices to the internet.
- Create a safe, secure home network.

Add Internet 1000

Skip

Availability results

This screen displays the results of the availability check.

1.) Big screen - displays which internet speed is available at the user's address along with required equipment details. For the POC, this is static content.

2.) "Add Internet 1000" button - adds internet to your bundle and proceeds to the next step.

POC focus items: Add Internet 1000 (default)

Choose TV package



Choose TV package

Step 3 of 5

English Spanish [See offer details](#) [Compare channel lineups](#)

ENTERTAINMENT

~~\$49.99/mo.~~
\$33.99/mo. Bundled price for 12 months

Price per month for 12 months plus taxes and internet equipment fee with 24-month TV agreement. TV price higher in the second year. \$10-per-month internet equipment fee applies.* Includes unlimited internet data allowance (\$30 value).

Get these top channels and more!

CHOICE

~~\$54.99/mo.~~
\$44.99/mo. Bundled price for 12 months

Price per month for 12 months plus taxes, Regional Sports Fee, and internet equipment fee with 24-month TV agreement. TV price higher in the second year. Regional Sports Fee up to \$8.49 per month is extra and applies. \$10-per-month internet equipment fee applies.* Includes unlimited internet data allowance (\$30 value).

Get these top channels and more!

EXTRA

~~\$64.99/mo.~~
\$54.99/mo. Bundled price for 12 months

Price per month for 12 months plus taxes, Regional Sports Fee, and internet equipment fee with 24-month TV agreement. TV price higher in the second year. Regional Sports Fee up to \$8.49 per month is extra and applies. \$10-per-month internet equipment fee applies.* Includes unlimited internet data allowance (\$30 value).

Get these top channels and more!

ULTIMATE

~~\$69.99/mo.~~
\$59.99/mo. Bundled price for 12 months

Price per month for 12 months plus taxes, Regional Sports Fee, and internet equipment fee with 24-month TV agreement. TV price higher in the second year. Regional Sports Fee up to \$8.49 per month is extra and applies. \$10-per-month internet equipment fee applies.* Includes unlimited internet data allowance (\$30 value).

Get these top channels and more!

PLUS

~~\$110/mo.~~
\$100/mo. Bundled price

Plus taxes with 24-mo. TV & 12-mo. internet agmts. Includes unlimited data allowance (\$30 value) at no add'l charge.

Get these top channels and more!

MAX

~~\$130/mo.~~
\$120/mo. Bundled price

Plus taxes & RSN fee up to \$8.49/mo. with 24-mo. TV & 12-mo. internet agmts. Includes unlimited data allowance (\$30 value) at no add'l charge.

Get these top channels and more!

Choose TV package

This screen displays the TV packages that a user can add to their bundle.

1.) TV package - shows package details. A single tap selects the package and proceeds to the next step.

Note: For the POC, all 6 tv packages can receive focus and be selected. However, the summary screen will show "Ultimate" regardless of what is selected here.

POC focus items: Entertainment (default), Choice, Extra, Ultimate, Plus, Max

Add channels



Add channels

Step 4 of 5

Special Offers Premiums Internationals [See what you get](#)

 EPIX \$6/mo.	<input checked="" type="checkbox"/> HBO \$15/mo.	 CINEMAX \$11/mo.	 SHOWTIME \$11/mo.
 STARZ \$11/mo.	 Deportes \$5/mo.	 Español \$15/mo.	 Movies Extra Pack \$5/mo.

[Continue](#)

Add channels

This screen displays the channels that a user can add to their TV package.

1.) Channel - shows channel name and pricing. A single tap selects the channel by adding a checkmark. Tapping on the item again deselects it and removes the checkmark.

Note: For the POC, all 8 channels can receive focus and be selected. However, the summary screen will only show “HBO” regardless of what is selected here.

2.) “Continue” button - This button is always enabled as a user can continue without adding channels. Tapping this button proceeds to the next step.

POC focus items: Epix (default), HBO, Cinemax, Showtime, Starz, AT&T TV Deportes, AT&T TV Español, Movies Extra Pack, Continue

Add devices



Add devices

Step 5 of 5

1

It doesn't just change channels.
It changes everything.

AT&T TVsm

First device included (extras are \$120)*

Each additional device is \$120 or \$10 per month on a 12-month 0% APR installment agreement. Includes a limited 2-year warranty.

[Key features and benefits](#)

2

1	2	3	4	5	6
included	\$10/mo	\$20/mo	\$30/mo	\$40/mo	\$50/mo

Add devices

This screen allows users to add additional devices so they can view AT&T TV in more than one room.

1.) Big screen - displays static content about AT&T TV devices.

2.) Quantity- shows the available quantities and prices to choose from. A single tap selects the quantity and proceeds to the next step.


Note: For the POC, all 6 quantities can receive focus and be selected. However, the summary screen will show "3 devices" regardless of what is selected here.

POC focus items: 1 (default), 2, 3, 4, 5, 6

Bundle summary 1 of 3



Bundle summary 1 of 3 1

 **TV** [Edit](#) [Remove](#)

PACKAGE(S)

ULTIMATE \$59.99/mo.

Includes \$10 off TV for 12 mos. with bundle
Includes \$55.01 off for 12 mos. \$135/mo. (or active rate) in mo. 13
Includes Additional \$10 off AT&T TV for 12 mos.

Regional Sports Fee \$7.13/mo. 2

ADD-ONS & MORE [Edit](#) [Remove](#)

HBO \$15.00/mo.

500 hours Cloud DVR **Included**

EQUIPMENT & MORE [Edit](#) \$20.00/mo.

AT&T TV Device(s) | Qty: 3

1 included and 2 @ \$120.00/ea. \$240.00 to be paid in 12 monthly installments at 0% APR

3
[Next](#)

Bundle summary 1 of 3

This is the first of multiple screens displaying the bundle summary.

1.) Bundle summary title - shows the current page relative to the total pages for the bundle summary

2.) TV service details - this is static content showing the selections of Ultimate, HBO, and 3 devices regardless of what was selected on the previous screens.


3.) "Next" button - proceeds to the next screen.

POC focus items: Next (default)

Bundle summary 2 of 3



Bundle summary 2 of 3



Internet

[Remove](#)

PLAN

AT&T Internet 1000 1

1000Mbps connection Unlimited data allowance included when bundling with AT&T TV (a \$30 value)

\$20 off for 12 months with bundle

\$39.99/mo.

EQUIPMENT

AT&T Internet Equipment Fee \$10.00/mo.

Internet Installation Fee \$0.00

[Previous](#) 2 [Next](#) 3

Bundle summary 2 of 3

1.) Internet service details - this is static content showing the selection of AT&T Internet 1000.

2.) "Previous" button - returns to the previous screen.

3.) "Next" button - proceeds to the next screen.

POC focus items: Previous, Next (default)

Bundle summary 3 of 3



Bundle summary 3 of 3

\$ Payment details

Due today for AT&T TV	1	\$0.00
Due first month for AT&T TV		\$102.12

[See schedule of future payments](#)

Due today for Internet 1000	See details	\$0.00
Due on 1st bill for Internet 1000	See details	
Monthly charges		\$49.99
One-time charges		\$0.00
Subtotal		\$49.99

Due today	\$0.00	Due first month	\$152.11
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[Save bundle](#)

[Previous](#) [Send to store rep](#)

Bundle summary 3 of 3

1.) **Payment details** - this is static content showing the payment breakdown.

2.) **“Previous” button** - returns to the previous screen.

3.) **“Send to store rep” button** - sends the bundle summary to the store rep and displays the confirmation screen. For the POC, this button just displays the confirmation screen.

POC focus items: Previous, Send to store rep (default)

Confirmation message



Thank you for your interest in AT&T bundles!

Your bundle has been saved and the next available store rep will be with you shortly to assist you.



Confirmation message

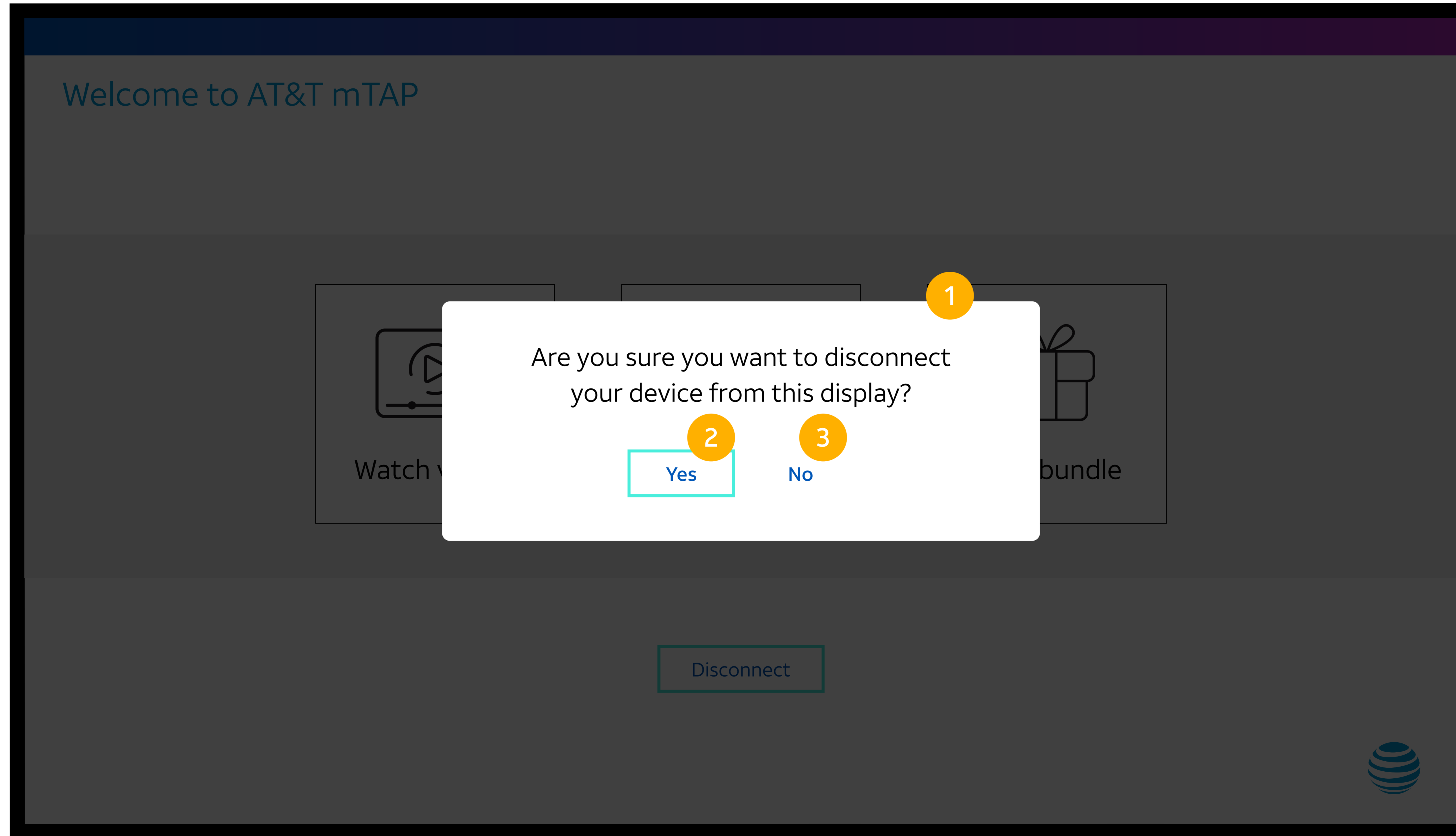
This screen displays a confirmation message that the bundle has been saved and sent to a store rep.

1.) "Return to home" button - takes the user back to the Home screen.

2.) "Disconnect" link - displays an alert message on the big screen confirming that the user would like to disconnect or not. There is no messaging on the device when a user taps this link.

POC focus items: Return to home (default), Disconnect

Disconnect from big screen



Disconnect from big screen

This message appears on a dark overlay when the user selects the "Disconnect" link on the big screen

1.) Alert message - asks the user to confirm that they want to disconnect or not.

2.) "Yes" link - disconnects the user and returns to live TV with the QR code. The device screen also displays the disconnected screen.

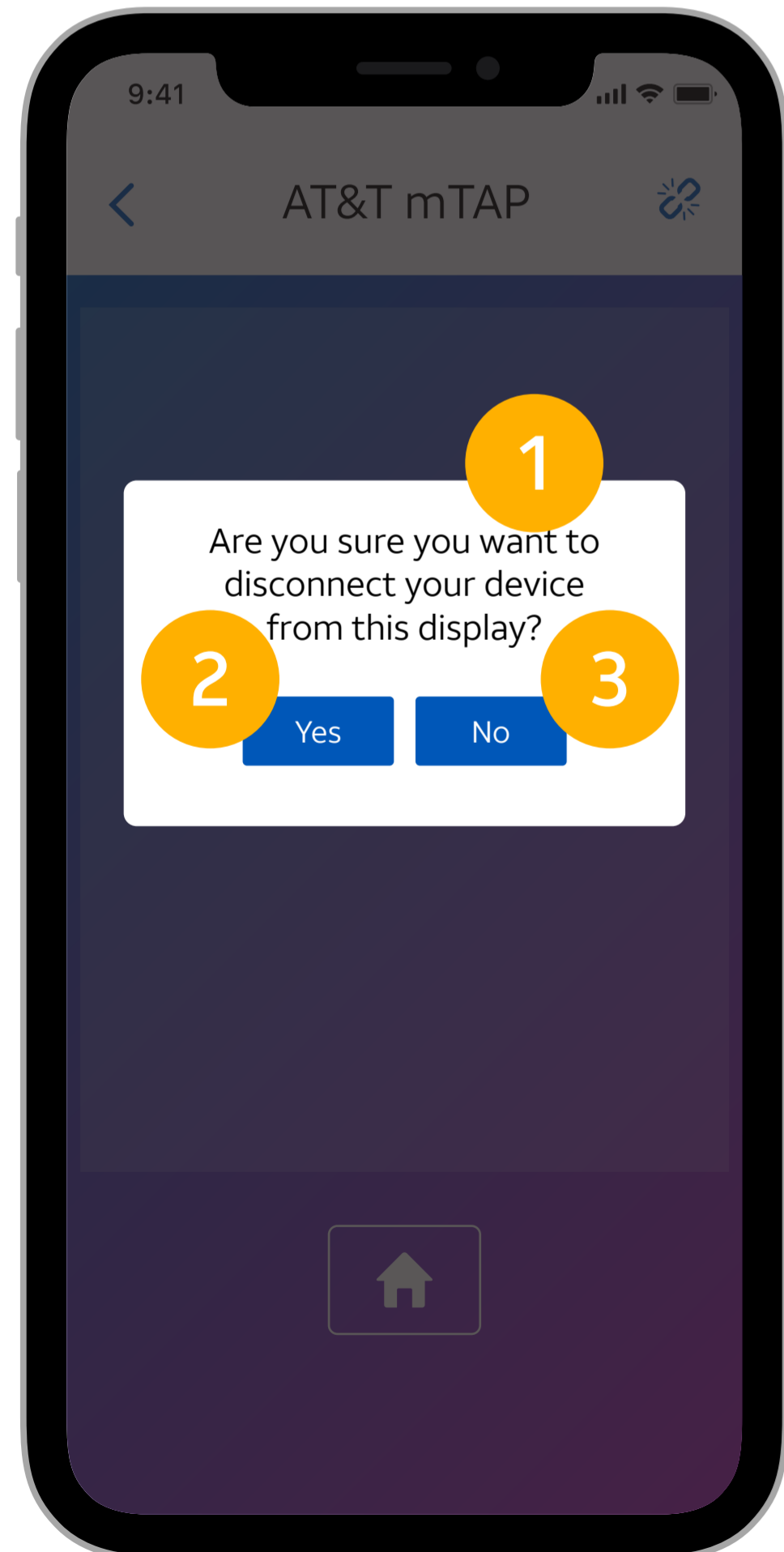
3.) "No" link - removes the alert message and dark overlay and displays the screen the user was on. The focus box would remain on the "Disconnect" link.

POC focus items: Yes (default), No

Device only screens

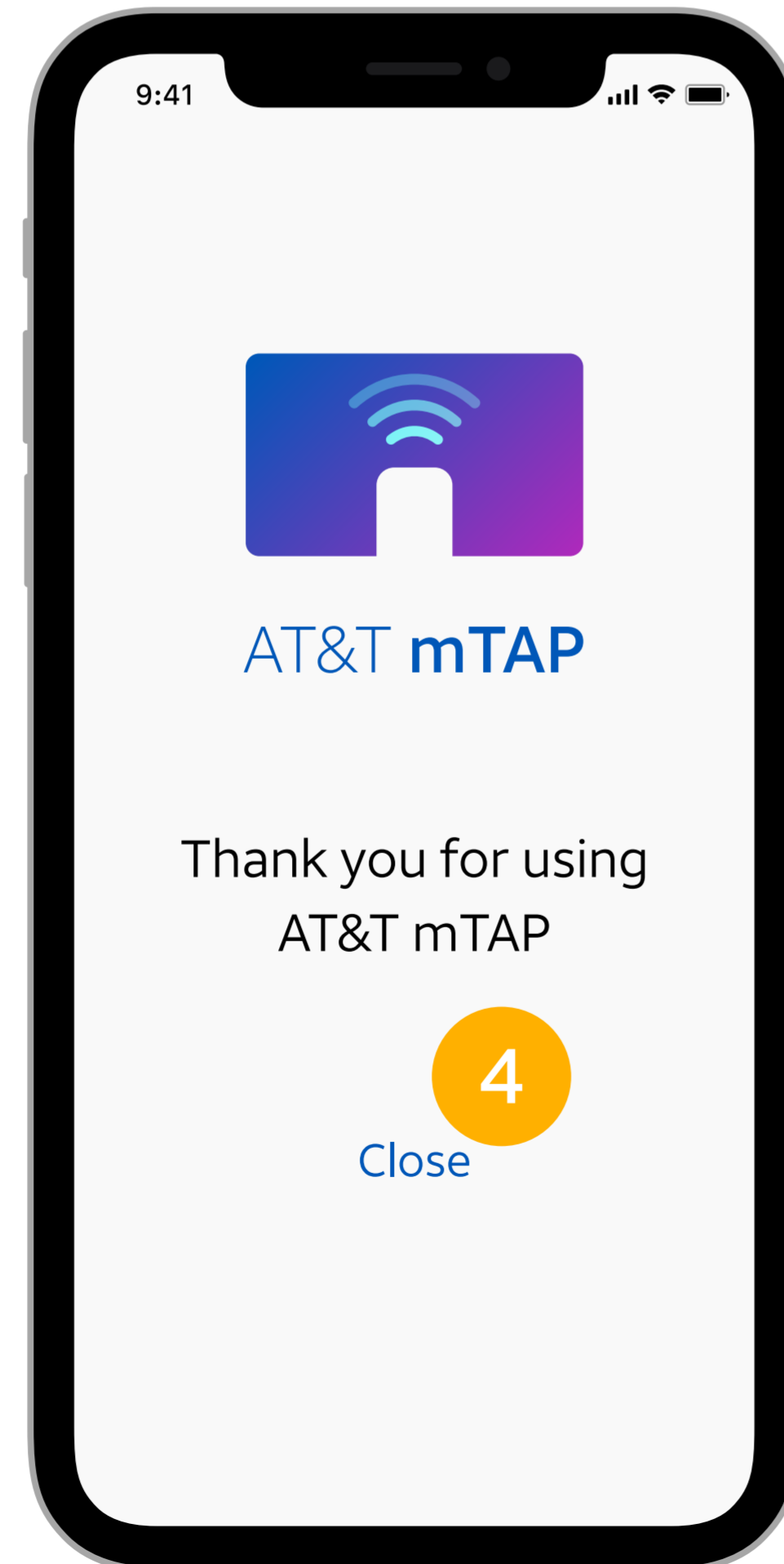
Disconnect from device screen

This message appears on a dark overlay when the user selects the “Disconnect” icon at any time. There is no messaging on the big screen when a user taps the disconnect icon.



Disconnected screen

This screen displays after the user has successfully disconnected via the “Disconnect” link on the big screen or the “Disconnect” icon on the device.



Device only screens

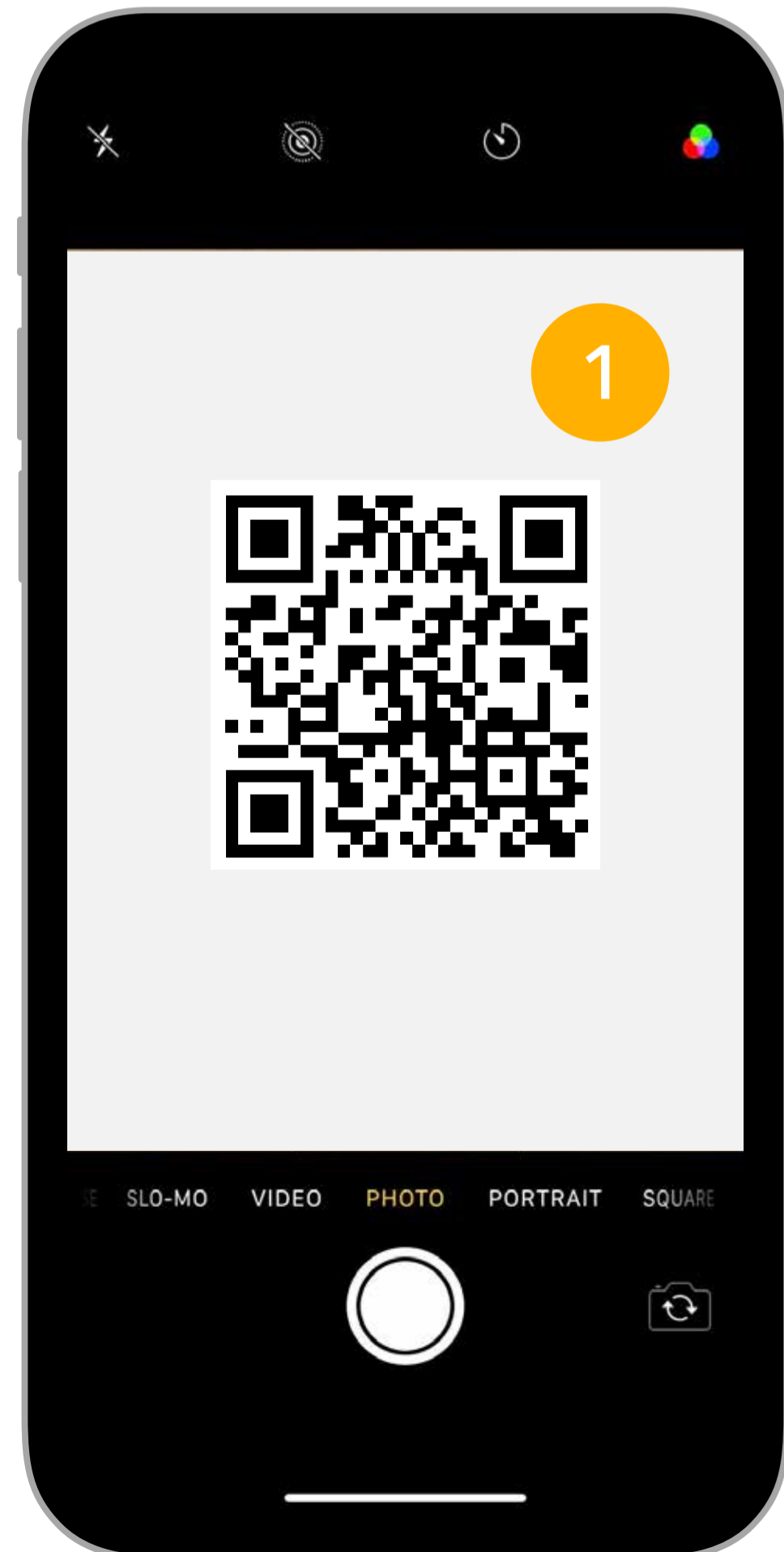
1.) Alert message - asks the user to confirm that they want to disconnect or not.

2.) “Yes” button - disconnects the user and displays the disconnected screen. The big screen also returns to live TV with the QR code.

3.) “No” button - removes the alert message and dark overlay allowing the user to continue their interaction with the big screen.

4.) “Close” link - closes the web app window.

Connect your device (laptop version)

A large advertisement for the Samsung Galaxy Z Flip 5G. The background is a blurred image of a person's face. In the foreground, a Samsung Galaxy Z Flip 5G is shown in its open position, displaying the home screen with various app icons like Pay, Gallery, Play Store, and Google. The phone is in Mystic Bronze color. To the right of the phone, the text reads:

SAMSUNG GALAXY Z FLIP 5G

Mystic Bronze and Mystic Gray

Some device images may be simulated.

At the bottom right of the advertisement, there is a QR code with a yellow circle containing the number '2' above it. Below the QR code is the AT&T mTAP logo, which consists of a white icon of a smartphone with a signal wave above it, and the text 'AT&T mTAP' to its right. A yellow circle with the number '3' is located in the upper right quadrant of the advertisement area.

Connect your device (laptop version)

The laptop screen displays a lower third overlay with instructional text, the mTAP logo, and a QR code.

1.) User's device - enables users to scan the QR code with their device's camera.

2.) QR code - connects the user's device to the laptop screen and launches the mTAP web app.

3.) Content - displays a marketing ad when mTAP is not in use.