

Cingular 8125 Pocket PC

START AND END DATE

Launch Date: February 6th for DMDR and BMG, **February 20th for COR and Indirect Channels**

OVERVIEW



The Cingular 8125 is Cingular's first Pocket PC to support Windows Mobile 5.0. Additional features of the Cingular 8125 include:

- Microsoft Windows Mobile 5.0 Pocket PC Phone Edition*
- TI OMAP 850 200 MHz Processor
- 128MB SDRAM / 64MB Flash ROM
- GSM / GPRS / EDGE Quad-Band 850/900/1800/1900 MHz
- Sliding QWERTY Keyboard
- 2.8" QVGA 320x240 64K Color Sensitive TFT LCD Touch Screen
 - Supports Portrait and Landscape Display Mode
- Optional 1.3 Mega Pixel Camera with Fix Lens / Camcorder and Flash (Cingular 8125 only)
- Bluetooth / WiFi / Infrared / Mini-USB / Mini-SD

** Upgradeable to support Microsoft's Messaging & Security Feature Pack when available in 2006*



KEY SELLING POINTS

- Global communications device giving a customer the best in connectivity, productivity, and mobility with differentiable features such as support for GSM/GPRS/EDGE networks, Windows Mobile 5.0 support, integrated WiFi, and multiple messaging capabilities.
- With support for EDGE, customers benefit from high-speed connectivity with average download speeds of 70-135 Kbps when on the go.
- Easily review and create email, notes, text messages and instant messages with built-in sliding QWERTY keyboard.
- Support for various email solutions, including Active Sync and Xpress Mail, allows customer to synchronize their inbox, calendar, contacts, tasks and more to remotely check appointments, reply to important email messages and access other critical information.
- Integrated Bluetooth wireless technology for communication with other Bluetooth devices and business accessories, such as a bar code scanner or credit card swipe.
- S/MIME support will appeal to government customers, as will integrated WiFi for healthcare customers, due to their strict security and in-building requirements.

Note: this device will be upgradeable to Microsoft's Messaging and Security Feature Pack which will be available in early 2006.

COMPETITIVE INFO – THE CINGULAR ADVANTAGE

	Cingular		Sprint		Verizon	
Brand	HP	Cingular	Sprint	Sprint	Verizon	Samsung
Model	iPAQ 6510/6515	8100/8125	PPC6601	PPC6700	VXV6600	I730
Operating System	PPC 2003 Second Edition - Phone Edition*	Windows Mobile 5.0 (upgradeable to MSFP)	PPC 2003 Second Edition	Windows Mobile 5.0	PPC 2003 Second Edition	PPC 2003 Second Edition - Phone Edition
Communication	GPRS/EDGE 850/900/1800/1900	GPRS/EDGE 850/900/1800/1900	1xRTT 800/1900	EVDO/1xRTT 800/1900	EVDO/1xRTT 800/1900	EVDO 850/1900
Processor Speed	312 MHz	200 MHz TI	400 MHz	416 MHz	400 MHz	520 MHz
ROM/RAM	64/64	128/64	128/64	128/64	128/64	128/64
Keyboard	integrated QWERTY	sliding QWERTY	integrated QWERTY	sliding QWERTY	integrated QWERTY	integrated QWERTY
Camera	camera (6515) non-camera (6510)	camera (8125) non-camera (8100)	camera & non-camera SKUs	camera only	camera & non-camera SKUs	non-camera only
Slots	SD/MMC and SDIO	SD/MMC	SD/MMC	SD/MMC	SD/MMC	SDIO
WiFi	N	Y	N	Y	N	Y
Bluetooth	Y	Y	Y	Y	Y	Y
Integrated GPS chipset	Y	N	N	N	N	N
Price	\$449.99 with 2 yr agreement and unlimited data and min. \$39.99 voice plan	\$299.99 with 2 yr agreement and unlimited data and min. \$39.99 voice plan	\$599.99 no commitment \$449.99 with 2 yr agreement	\$599.99 no commitment \$449.99 with 2 yr agreement	\$399.99 no commit \$299.99 with 1 yr agreement	\$649.99 with 1 yr agreement \$599.99 with 2 yr agreement

TRAINING

Sales Aids to be posted to CSP under Related Links:

- Cingular 8125 Datasheet
- Cingular 8125 FAQ's
- Cingular 8125 Quick Start Guide
- XpressMail/GoodLink Email Set-up Guides
- Cingular 8125 Job Aid

Training Resources

- 8125 Job Aid
- www.windowsmobiletraining.com
- Microsoft in-store training support
- Retail dummy devices

SUPPORTING COLLATERAL

- Cingular 8125 Datasheet
- Cingular 8125 Quick Start Guide
- XpressMail/GoodLink Email Set-up Guide

SUPPORTING ADVERTISEMENT

Cingular 8125 Pocket PC and the Cingular 2125 Smartphone will be highlighted in both Q1 and Q2, 2006 print/online advertising campaigns focusing on Windows Mobile 5.0 products.

MERCHANDISING DIRECTIVES

- Door Panel for Business Solutions wall – to be delivered in 1/27 merchandising shipment
- 8 • " x 11" Cingular 8125 "mini poster" for Business Solutions wall
- Email Solutions brochure
- Dummy or live device
- Microsoft Windows Mobile 5.0 self-running demo