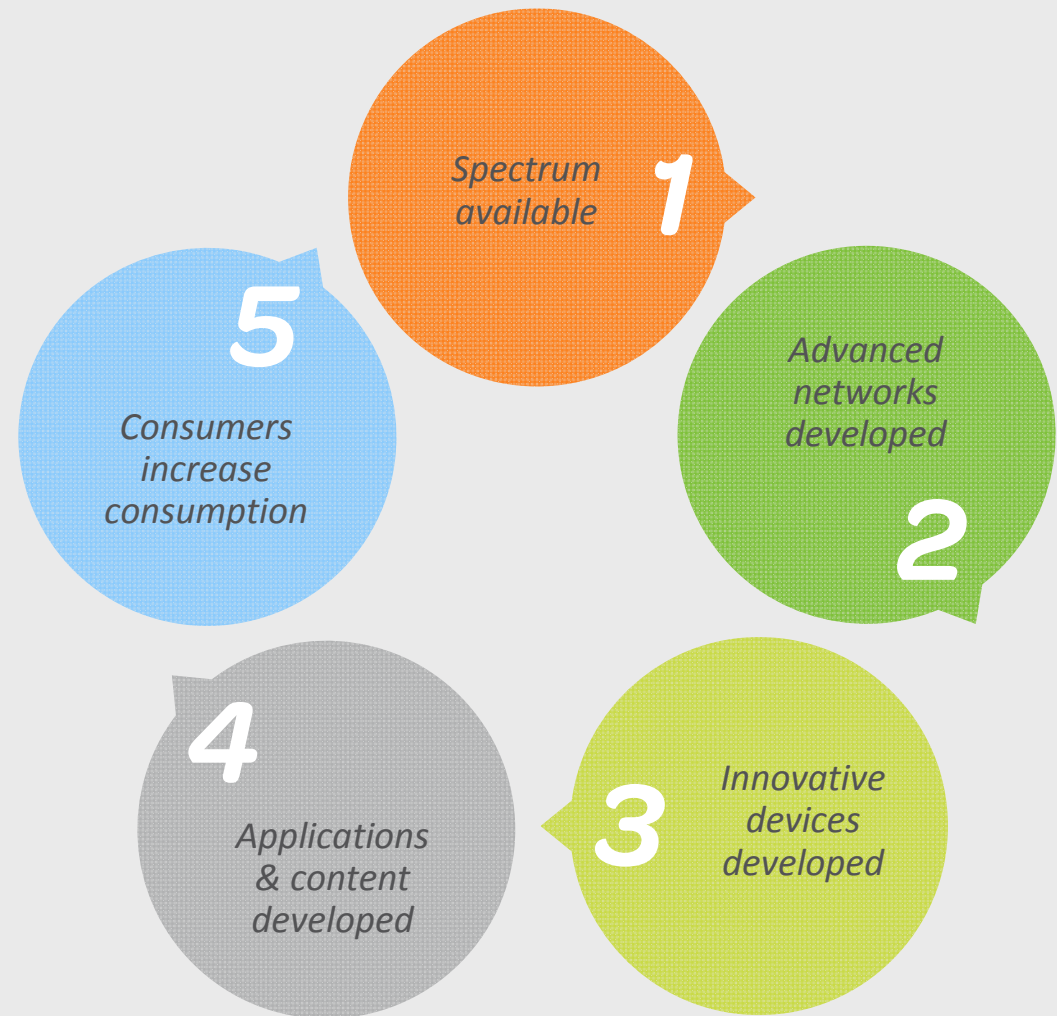


Mobile Trends

Ralph de la Vega,
*President and CEO,
AT&T Mobility*



Virtuous cycle of innovation





1

Mobile health

2

Mobile payments

3

Connected devices

Three trends

Mobile health



GSMA predicts
5X growth
by 2017

Mobile payments

2.5 billion
smartphone users
worldwide will make
mobile payments *in 2015*

Source: Juniper Research

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12 Billion by 2020

Wearable connections

Special pajamas that monitor sleeping babies' breathing ...

Shoes that sense loss of balance and help prevent falls...





Our opportunities
are *limitless*