AT&T Campus Guide

Connect, Inform, and Engage the Entire Campus Community!

In today's environment, higher education institutions are aggressively seeking out ways to mobilize and transform their campuses to connect, inform, and engage all campus constituents ... from students, staff, and faculty to alumni and prospective students ... all on the go, anytime, and anywhere!

AT&T Campus Guide is an affordable, leading edge, service-as-a-solution open mobile platform institutions can quickly and easily set up and distribute on campus within just weeks. AT&T Campus Guide consists of a custom suite of pre-built modules that work on multiple mobile devices including iPhone®, Android™, and BlackBerry®. It's the perfect solution for all on-the-go campus constituents!

The AT&T Campus Guide Application That Users See on Their Mobile Device is Only The Tip of the Iceberg!

AT&T Campus Guide and self-service site handles many operations that are essential to the proper functioning, data integration, and security of the modules. The following list includes some of the commonly accessed middleware features:

- Integration with leading ERP, CRM and LMS products
- Online User Management
- Online Application Configuration
- Store Submission Workflow
- Online Mobile Administration

- All forms, their behaviors, and help content are dynamically generated from configuration (as modules are added, modified or removed, and as app store requirement change, no development is required)
- Hosted on Amazon EC2™
- Uses in-memory object database for speedy performance
- Lightweight version management allows users to rollback production changes
- Data capture and storage of screen usage for future visualization of analytics
- Reporting and analytics (coming soon)

Pricing

Student Enrollment	Annual License Fee	Installation Fee
0 – 1,999	$6,000	$20,000
2,000 – 3,499	$8,000	$20,000
3,500 – 4,499	$10,000	$20,000
4,500 – 7,499	$12,000	$25,000
7,500 – 14,999	$14,000	$25,000
15,000+	$16,000	$25,000

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AT&T Campus Guide Modules

- Courses
  Students can interact with classmates, their professor and get real-time course information. See a list of your courses for each term and click into each course to get detailed information including course description, professors, location and time, class roster, assignments, announcements and events.

- Directory
  Email, call, text, send a friend request and more. You can easily search to find and contact students, faculty, or staff. Also, get quick access to important campus contact information like campus security, the library, etc.

- Events
  Find out when the next game is, mid-term exams, holidays, campus events and easily share with others or add them to your calendar.

- Maps
  Find classes, campus buildings and get directions around campus using Google Maps™.

- Notifications
  Get instant notification and campus alerts. Messages are pushed to the app and you can drill into each to get details. Notifications can include personal messages from the institution like class/school is cancelled, a reminder of overdue books, tuition payment and more.

- My Profile/Friends
  Expand your profile to include social networking links (like Facebook®, Linkedin®, Twitter™, foursquare), instant messenger, email, phone, photo, address and other contact information. Exchange your information with other students to build a lifelong connection – as your friends change their profiles (new email, phone, social network, etc.), your phone's address book is automatically updated. If you opt-in to keep your institution updated, they, too, get your updated contact info when you change your profile.

- News
  Get all the latest campus news, sports, and Tweets™ and, if logged into the app, see personalized news only accessible for students, faculty, or staff.

- Information
  Institution overview and mobile app support information.

Technical Requirements

- Works on iPhone® 3.x, 4.x,
  BlackBerry OS v5.0 and Android v2.1

- Industry standards supported: RSS/ADAM, iCal, and vCard

- All features are completely configurable and can be added, removed, or directed to pull data from specific locations

- A premium product is available for institutions that want their own, custom-branded app

- The Friends feature is powered by DUB, an innovative mobile platform for contact info exchange (see http://www.dubmenow.com)

For more information contact an AT&T Representative or visit www.att.com/campusguide.

Important Information

Available only to customers with a qualified AT&T business or government agreement and their respective Corporate Responsibility Users (CRUs). AT&T Campus Guide may not be available for purchase in all sales channels or in all areas. Additional hardware, software, services, and/or network connection may also be required. Customers must pay at time of order a minimum of one year of AT&T Campus Guide service and optional add-on services (if any). AT&T Campus Guide and any add-on series may be terminated at any time. However, there are no refunds. Customer will receive notice from AT&T of expiration of the prepaid period and the cost associated with beginning a new prepaid period of equal length. Customer is responsible for payment of all applicable taxes.

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