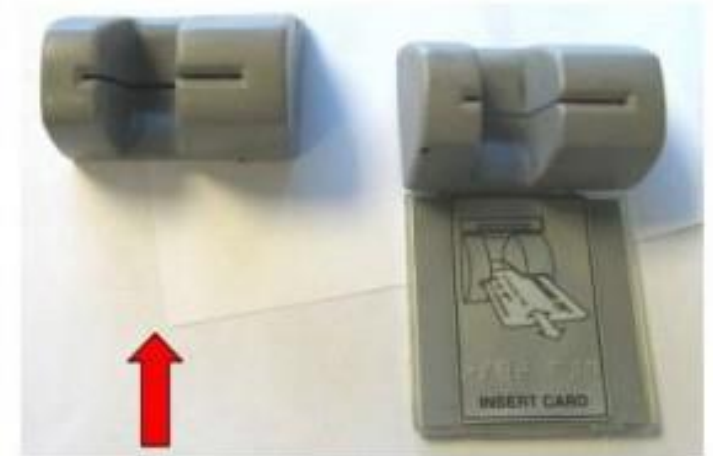


PWC G8 Gals@Technology

Cell Phone & Plans

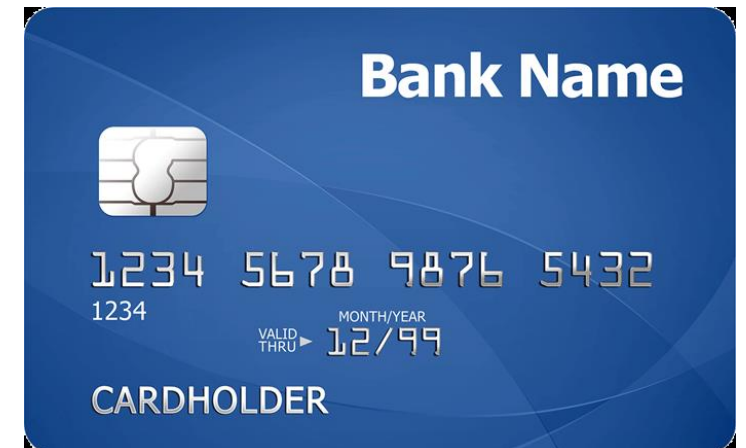
Hot Topic – Credit Card Skimmers

- 2 kinds
 - Handheld
 - Mount in place
- Credit Card Transactions
 - Card Present
 - Card Not Present
- New EMV (“chip”) cards
 - Sadly, most are “dual mode” with mag stripes
- ApplePay
- RFID blocking wallet
 - ONLY works for RFID cards (Non Contact)



The real card reader slot.

The capture device



Today Items

- Handout
- Cell Industry Trends
- Devices
- Major Carriers Plans (AT&T, Verizon, T-Mobile, etc)
- Specialty packages (Jitterbug, Consumer Cellular)
- Purdue Discounts

Industry Trends

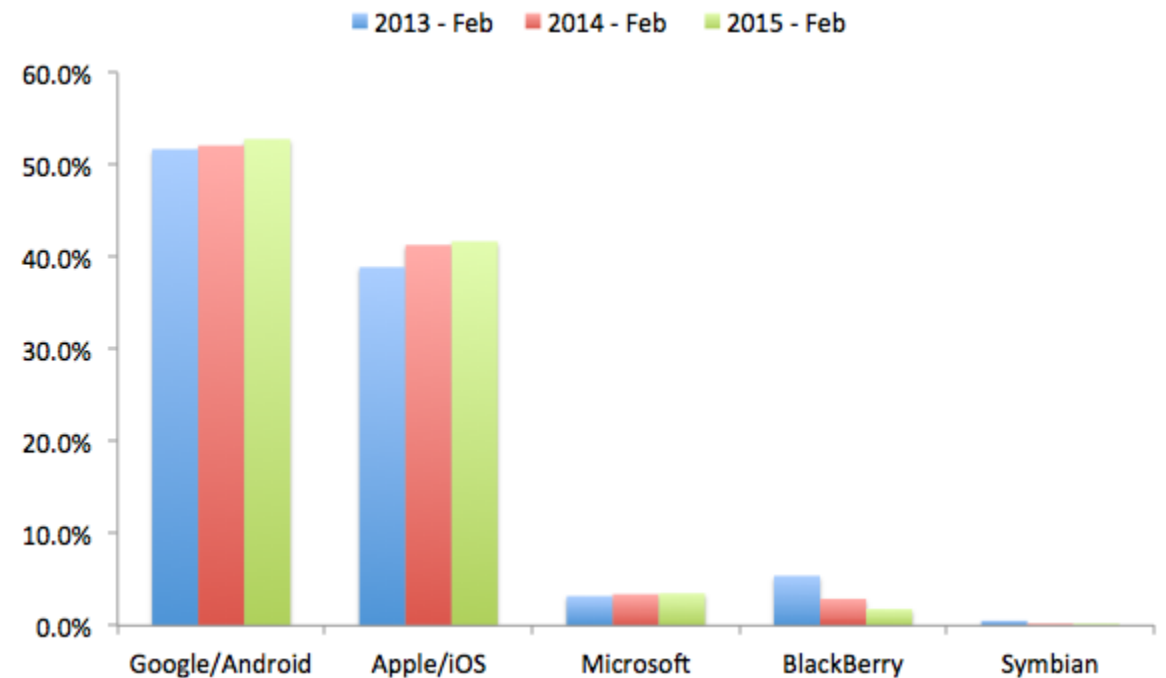
- HUGE competition
- Fast moving changes!
- Elimination of Device Subsidy
- Elimination of contractual relationships
- Payment plans (24 month, 0% APR)
- It is all about Data (voice and text are “free” data)
- Increasing bandwidth (4G, 5G, LTE, etc)
- Still “incentives” to switch (up to \$695)

Device Choice

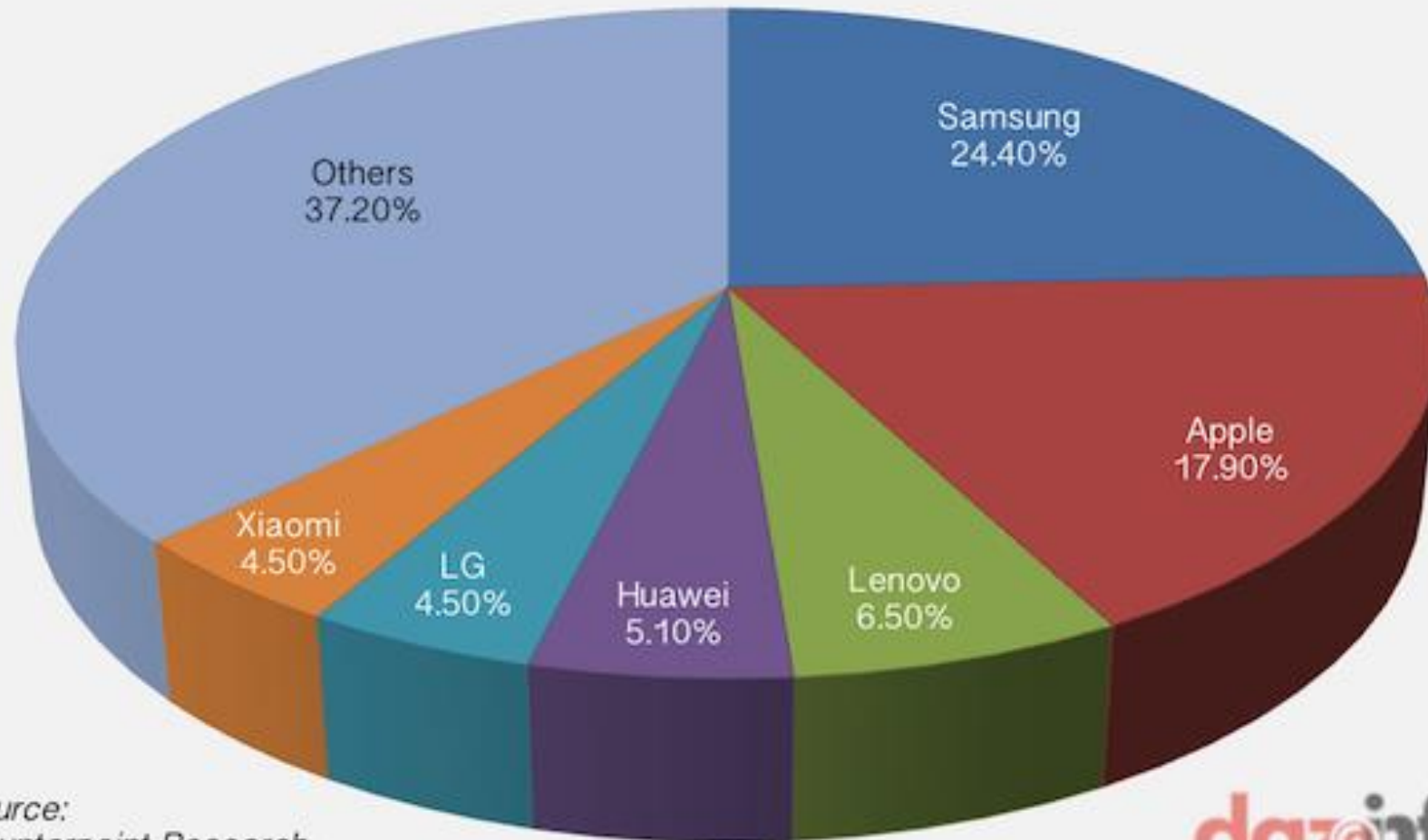
- Ecosystem
- Price
- Coverage

Ecosystems

- IOS – Apple ecosystem, vendor agnostic
- Android – vendor customized ecosystem
- Microsoft – trying but ...
- Blackberry – moving to Android
- Symbian – flip phone market



Global Smartphone Shipments Share Q1 2015



Source:
Counterpoint Research,
April 2015

Smartphone Price

- Samsung Galaxy S6 edge+ - \$768
- Apple Iphone 6s Plus - \$749
- Samsung Galazy Note5 - \$696
- LG V10 - \$672
- Samsung Galaxy S6 edge - \$672
- Apple Iphone 6s - \$649
- Google Nexus 6 - \$648
- Motorola Droid Turbo 2 - \$624

Basic Phone Prices

- Kyocera DuraVX Plus - \$192
- Kyocera DuraVX Plus Non-Camera - \$192
- Samsung Convoy 3 - \$150
- LG Extravert 2 - \$109
- LG Cosmos 3 - \$90
- LG Revere 3 - \$50

Coverage



VERIZON



AT&T



T-MOBILE



SPRINT

Coverage

- Vendor Networks (Urban/Rural/Speed/Reliability)
 - Verizon - A+/A/A/A+
 - AT&T – A/B+/A-/A
 - T-Mobile – C+/D-/A-/C+
 - Sprint – B/C-/D/B+
- Cricket Wireless – AT&T
- Consumer Cellular – AT&T
- Boost Mobile – Sprint
- MetroPCS – T-Mobile
- Most US towers are now multi-vendor (Crown Castle/American Tower)

Verizon

- All plans included unlimited talk and text
- Data plan (no rollover)
 - 1GB - \$30
 - 3GB - \$45
 - 6GB - \$60
 - 12GB - \$80
 - 18GB - \$100
- \$20/smart phone, \$10/tablet or hotspot, \$5/connected device

AT&T

- All plans included unlimited talk and text
- Data plan (rollover options)
 - 2GB - \$30
 - 5GB - \$60
 - 15GB - \$100
 - 20GB - \$140
 - 25GB - \$175
- \$15-25/smart phone, \$20/laptop or hotstop, \$10/tablet

AT&T Everything

- First smartphone - \$100
- Additional smartphone or tablet - \$40
- Additional basic phone - \$25
- Additional wearable - \$10

- IMPORTANT – After 22GB, AT&T may slow data speeds

- Options with DirectTV for TV/Internet/Phone combo in works

Sprint

- All plans included unlimited talk and text
- All plans included unlimited 2G data (aka “slow data”)
- Data plan (no rollover)
 - 2GB - \$30
 - 4GB - \$50
 - 8GB - \$70
 - 10GB - \$100
 - 40GB - \$120
- \$20/smart phone, data dependant rate for laptop/hotstop/tablet

T-Mobile

- All plans included unlimited talk and text
- All plans included unlimited 2G data (aka “slow data”)
- More the 23GB per billing cycle are “de-prioritized”
- Binge On – unlimited video for Netflix, HBO, Hulu, others
- Data plan (20GB rollover max per calendar year)
 - 2GB - \$50 with 1 phone
 - 6GB - \$65 with 1 phone and Binge On
 - 10GB - \$80 with 1 phone and Binge On
 - Unlimited - \$95 with 1 phone and Binge On
- \$30/smart phone (no unlimited), \$10/laptop/tablet

Jitterbug

- Heavy AARP advertising
- Text and Talk only
- Samsung custom flip phone big buttons and 5 “star” buttons
- \$99 initial cost for activation and phone
- Various plan up to unlimited \$14.99 to \$49.99
- Best Buy, Rite Aid, Sears

Consumer Cellular

- Heavy AARP advertising (5% discount for members)
- Talk bundles from 250 min to Unlimited - \$10 - \$50
- Text and “web” data
 - 300 text, 30MB web - \$2.50
 - 1500 text, 150MB web - \$5
 - 3000 text, 500MB web - \$10
 - Unlimited, 1.5GB web - \$20
 - Unlimited, 3GB web - \$30
 - Unlimited, 4GB web - \$40

Purdue Discount

- All or mostly all require only active @purdue.edu email address
- All discounts are on base plan cost (not phones costs)
- AT&T – 20%
- T-Mobile – 18%
- Verizon – 15%



"Which trail has the best cell-phone reception?"