

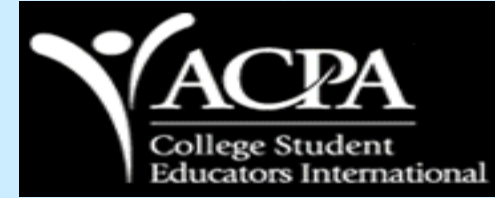


Sprint Education Segment

Higher Education Safety & Student Programs

3Q08

Working with the Higher Education Industry



- Sprint an endorsed vendor since 1998
- Association & clearinghouse of information for educational, governmental and non-profit entities
- Purchasing Consortium for telecom products & services

Sprint's Higher Education Advisory Board

Higher Ed Advisory Board



Sprint's Education Industry Focus



- *Sprint has the platform, technologies, services, partners and knowledge to help your institution address significant challenges*
- *Sprint offers more than just advanced phones and a great network*
- *We offer real value-added solutions that require an integrated approach and in-depth understanding of the Higher Education Industry*
- *The following slides illustrate that Sprint understands the challenges that institutions are facing today, and we've developed technologies to serve your specific needs*

Higher Education Technology Issues

- **Administrative Concerns**

- Effectively communicating with students, many who don't regularly use email or voicemail
- Anytime/anywhere connectivity for administrators, faculty and staff
- Business continuity
- Emergency and operations management
- Budget constraints
- Standardization of platforms, devices and/or applications

- **Student Concerns**

- Access to the latest technology
- Safety and security
- Extended connectivity off-campus and satellite campuses

- **Facilities' Needs**

- Many different facility types with different needs
- Wireless work order management
- Instant communication
- Location-based dispatch
- More efficient dispatch of field ops

- **Campus and Local Police Coordination**

- Dependable, instant communication
- Access to emergency management plans and databases
- Student, faculty and staff safety
- Enriching coordination capabilities of campus police with local police, EMTs, fire departments and other agencies

- **Funding**

- Institutions need help off-setting the costs of the purchases they make
- Eliminating duplicative technology and implementing an infrastructure that helps save money

Higher Education Challenges

> Safety / Emergency Management

Safety / Emergency Management

- > Campus safety and security
- > Campus-wide emergency communications
- > Emergency response operations
- > Immediate access to Business Continuity & Emergency Management plans through mobile devices

> Enhancing Mobility

> Addressing Students' Technology Needs

> Convergence and Connectivity

Mobile Applications

- > Send and receive email and instant messages at any time and place
- > Enable full connectivity at satellite campuses, facilities, conferences, seminars, workshops or home
- > Allow technicians to work from a mobile device

Higher Education Challenges

- > Safety / Emergency Management
- > Enhancing Mobility
- > **Addressing Students' Technology Needs**
- > **Convergence and Connectivity**

Addressing Students' Technology Needs

- > Give students access to the latest technology both in and out of the classroom
- > Understand what technology students need to be competitive
- > Enable distance learning
- > Integrate with existing web-based resources (course management systems, bus location, laundry room machine availability, etc.)

Convergence

- > Delivery of IP solutions on a strong network
- > Manage a flexible and secure network
- > Provide functionality and connectivity across the entire campus with wireless devices
- > Develop ways to generate new revenue from lost landline revenue

Education Solutions:
Safety / Emergency Management

Safety / Emergency Management

Key Challenges

Many institutions are faced with the following challenges:

- Formulating an effective campus-wide response plan*
- The need for real-time decision making and implementation*
- Redundancy and backup*
- Emergency communication with students*
- Keeping the networks up and running in times of an emergency*
- Device interoperability with local police and first responders*
- Land mobile radio integration*

Safety / Emergency Management

How Sprint Meets Need

Sprint helps institutions:

- Access precise plans and staffing updates for utilization during crisis situations
- Provide push-to-talk communication for improved emergency response time
- Offer alerting and notifications to improve safety
- Help enhance disaster recovery and continuity operations
- Enable emergency notifications either from the school or from the student



Solutions like **Nextel Direct Connect**, **Continuity of Operations Planning**, **Campus-Wide Emergency Communications**, **Rave Guardian** and **Incident Communication Services** enable educators to protect students, faculty and staff

Core Sprint Capabilities

Nextel Direct Connect[®]



- *Administrators, faculty and staff can connect in under a second to get answers, share info, coordinate projects and make quick decisions throughout the day and in times of emergency*
- *Target messages to specific users so that administrators, faculty and staff are not interrupted by messages unrelated to them*
- *Ideal for push-to-talk communications*
- *Group services to connect multiple users at the same time*
- *Large portfolio rugged, push-to-talk phones that are cheaper to maintain than traditional land mobile radios (LMRs)*

Direct Connect: Nextel and PowerSource devices operate on the Nextel National Network. Sprint devices operate within certain EVDO Rev-A coverage areas on the Sprint Mobile Broadband Network. **Group Connect:** Group Connect (20 max. participants) currently operates between parties on the same push-to-talk network platform. International Direct Connect not included.

Nextel direct connect

Safety / Emergency Management

Applications and Services

- **MiCTA**
 - Allows students to receive a 10% discount on features such as calling plans, messaging and data services
 - Waives activation
- **Continuity of Operations Planning (COOP)**
 - In the event of an emergency, COOP offers resource protection, redundancy and backup and recovery of capabilities, potentially lessening the economic impact of the event
- **Emergency Response Team (ERT)**
 - During times of crisis, Sprint has access to 40 full-time ERT members, most with military or public safety experience, as well as over 1,000 fully-trained employees who represent Sprint during disasters, emergencies, or needed situations and assists with tabletop exercises
- **Land Mobile Radio (LMR) Integration**
 - Offers the ability to integrate with certain Nextel Direct Connect devices with an existing land mobile radio system
 - Provides the ability to conserve private radio frequencies by putting Nextel dispatch services in the hands of less critical personnel

Access to Rave Guardian available anywhere within the Sprint Mobile Broadband Network coverage area. Requires GPS & Java-enabled phone. Environment may limit GPS location info.

Safety / Emergency Management

Applications and Services, continued

- **Wallace Wireless™ Incident Communicator**
 - Enables administrators and instructors to access Business Continuity and Emergency Management plans, procedures, checklists and other critical data
- **Rave Guardian**
 - Gives students the ability to activate the application from their phone when they feel uncomfortable
 - Helps enable Campus Safety to immediately investigate cases with location and profile information
- **BIO-Key's Mobile Campus™**
 - Provides administrators with the ability to collect the information they need to make an incident notification and response
- **AdvanceCallBox™**
 - Offers a two-way push-to-talk communication system that connects to authorities when activated
 - Provides location-based information

Interoperability / Emergency Management

Case Study: American University

Challenge

- > With landline phones removed from residence halls, AU needed a new method of communicating with students during emergency operations
- > AU Public Safety needed a method to effectively communicate with other AU units and external law enforcement agencies during on campus and off campus emergencies

Solution

- > AU partnered with Sprint and Rave Wireless to offer Sprint phones directly to students to allow for the adoption of "AU Campus Connect" group messaging, transit and guardian applications
- > In addition to working with Sprint to wire the entire campus for wireless and voice coverage, AU partnered with Raytheon to utilize the ACU-M to connect disparate radio systems together an affordable cost
- > Key AU units like Facilities, Housing and Dining, and Public Safety all utilize Nextel push-to-talk technology to communicate in talk groups during routine and emergency operations

Bottom Line

- > AU used Sprint Partners, Rave Wireless and Raytheon, to implement a robust and effective communications network which can work both on and off campus with all elements of the University Community including external law enforcement agencies
- > With push-to-talk, text messaging and voice messaging, AU has a more effective multimodal method of communication during emergency operations

Case Study: University of Maryland Eastern Shore

Challenge

- > In past decades, the University relied on a campus-wide landline phone system to contact students
- > With students using cell phones, text messaging and email more frequently, it was difficult to reach students in times of emergency

Solution

- > UMES partnered with Sprint and Rave Wireless to offer Sprint phones directly to students to allow for the adoption of their “HawkTalk” messaging and security application
- > The University also worked with Sprint to wire the entire campus for wireless and voice coverage

Bottom Line

- > The University can now get important bulletins and announcements out to students quickly and reliably, using modes of communication students are comfortable with, such as text messaging

Sprint's Converged Network Solutions (CNS)

CNS enables the wireless campus by delivering coverage and capacity solutions on Sprint's voice and data networks to power the applications of the new campus environment

Consultative Approach

Professional Design and
Deployment Services

Post-Implementation
Support & Training

Dedicated System Build &
Campus Applications



**Sprint Voice and
Data Services
Coverage & Capacity**

- *CDMA, iDEN & WiMAX*
- *Nextel Direct Connect*
- *Text/Multimedia Messaging*
- *Business Solutions*
- *Handsets and PDAs*
- *Mobile Applications*
- *Wireless Broadband*
- *LMR Integration*

CNS – Processes & People

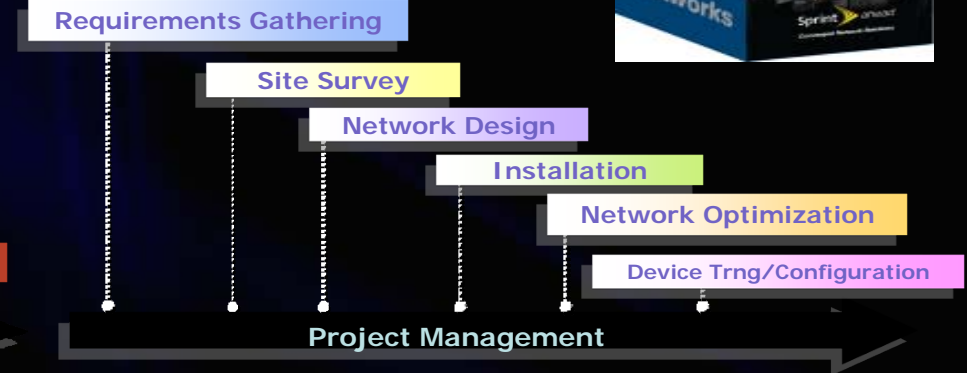
Custom Wireless Network Sales and Solutions Engineering Teams Manage Everything to Simplify Convergence

Sales & Solutions Engineers Process



CNS Sales coordinates with the Segment Sales, Solutions Engineers and Customer to drive projects to completion by managing all facets of the CNS Sales process which allows Customers to focus on overall business management.

Professional Design & Deployment Process



CNS manages all stages of the customer deployment process, from the initial requirements assessment through installation and deployment with consultant grade methods, procedures and tools.

Custom Network Solutions for Higher Education

PTT services allow instant communication & dispatch.
Wireless Work Orders
Time & Location

Feature-rich PBX Integration allows faculty & staff 1 number/1 voicemail capability

Student-Faculty Comms

High Speed Wireless Network enables true mobile learning

Maintenance & Facilities

Information Technology

Console Interoperability enables communication with Public Safety & first responders

CNS

EVDO network provides capability of uploading large files in an instant

Course Management Systems

Campus Security

PTT services on iDEN & CDMA allow instant campus-wide communications

Location-Based Services

LBS services on both networks provides instant location info for student and staff

Land Mobile Radio Interoperability Solutions

Support Emergency Preparedness

Combining Sprint Nextel's nationwide digital trunked radio network with Raytheon JPS' ACU-1000 Interconnect Systems offers robust and proven solutions for incident command management.

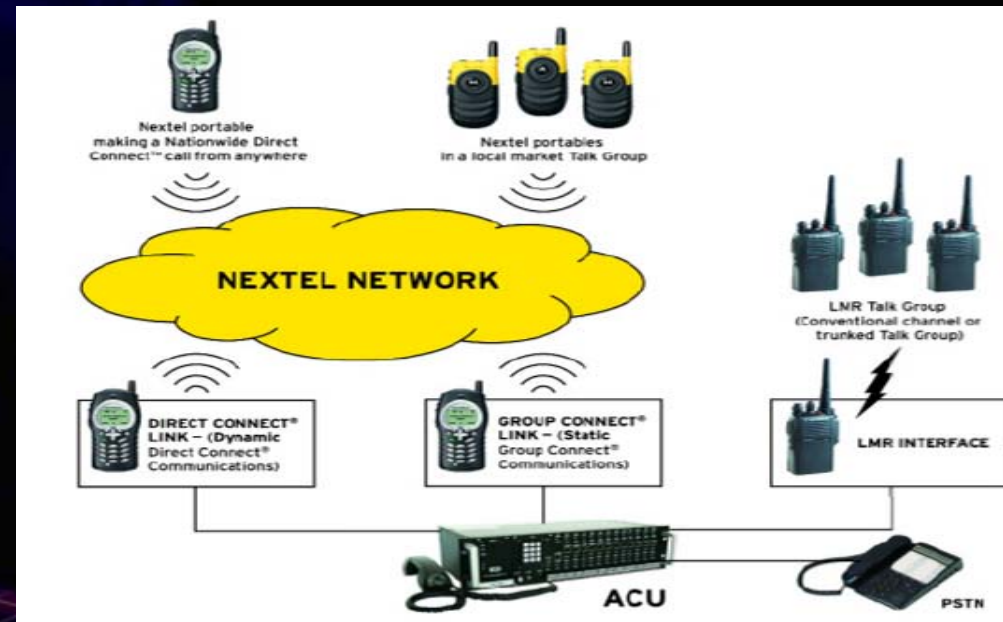
LMR interoperability results in:

Multi Agency Interoperability. Effective communications between jurisdictions and agencies regardless of the type of radio or assigned frequencies they normally use.

Improved Incident Management. Instantly connect critical resources to incident command and task forces from anywhere on Sprint's nationwide iDEN network.

Cost Effective Coverage Enhancement. Augment private communications system coverage where and when it makes most sense.

A powerful benefit of the ACU is to bridge (patch) Nationwide Direct ConnectSM calls into local/regional talkgroups.



MiCTA Student Program

- MiCTA Member Universities and Colleges Qualify
- Individual Liable Program
 - **Students Receive a 10% Discount**
 - Waive \$36.00 Activation Fee
 - Discounted Add-Ons (Messaging, Discount Vision Services and more...)
- University or College Receives Reimbursement from MiCTA
 - MiCTA Reimburses a Volume-Based Percentage (3%-4%) of MRC for New Student Activations
- University/College Commits to Sustained Marketing Campaign
 - Driver of Student Activity
 - Benefits University / College and Sprint
 - Identifies Key University / College Contacts and Sprint Channels

Student Offer

- Individual Liable Program
 - *Available to Students Only*
 - Sprint Bills Students Directly
 - 10% off MRC on Currently Available Consumer Rate Plans
 - Unless otherwise restricted (Simply Everything, Unlimited Talk/Message/Connect)
 - 10% Discount on Optional MRC's (applies to most add-on options)
 - 10% off Messaging
 - 10% off Vision Pro Pack, and other Vision Packs
 - 10% off Additional Services
 - Does not apply to 3rd Party Applications
 - Waive Activation Fees (*\$36.00 instant savings*)
 - Standard Promotional Consumer Pricing on Handsets and Other Devices
 - Standard Credit Policies for Individuals Apply

Getting Started

- **University or College Must be a MiCTA Member**
 - Existing Members Qualify
 - View Existing MiCTA Members at www.mictatech.org
 - New Members Qualify After Annual Fee Has Been Paid
 - New Members can Sign Up for MiCTA at www.mictatech.org
- **Member Signs Agreement with MiCTA for Quarterly Reimbursement**
 - Executed between Member and MiCTA
 - Reimbursement Paid to Member Quarterly
 - Reimbursement is 3% or 4%, Based on Number of New Student Activations
- **University or College Commits to Sustained Marketing Campaign**
 - Sprint Channel Participation in Major Events (Orientation, Move-In, etc.)
 - University will permit Sprint to send informational mailings to students
 - University will provide the option for a Sprint Retail and/or Service & Repair location on campus
 - University will provide a web link from their site to a Sprint designated program/ordering site
 - University will allow use of name and logo for this program (each subject to their approval)

Questions?