

# It's a Bird, It's a Plane, It's the HTC Hero™ with Google™

|                       |  | HTC Hero™                                      | MyTouch 3G™                                    | Apple® iPhone 3GS                    | BlackBerry Storm™                |
|-----------------------|--|--|--|--------------------------------------|----------------------------------|
| <b>Features</b>       |  |  |  |                                      |                                  |
| Customize             |  | HTC Sense™                                     | Android™                                       | No                                   | No                               |
| Google Integration    |  | Yes  | Yes  | No                                   | No                               |
| App Store             |  | Android Market™<br><i>more than 8,000 apps</i> | Android Market™<br><i>more than 8,000 apps</i> | Apple App Store<br># of Apps: 70,000 | BB App World<br># of Apps: 2,000 |
| Outlook Integration   |  | E-MAIL, CALENDAR, CONTACTS                     | E-MAIL ONLY                                    | E-MAIL, CALENDAR, CONTACTS           | E-MAIL, CALENDAR, CONTACTS       |
| Camera                |  | 5.0 MP   | 3.2 MP   | 3.2 MP                               | 3.2 MP                           |
| Messaging Integration |  | Yes  | No   | No                                   | Yes                              |
| Memory                |  | Expandable                                     | Expandable                                     | Fixed                                | Expandable                       |
| WiFi                  |  | Yes<br><i>802.11b/g</i>                        | Yes<br><i>802.11b/g</i>                        | Yes<br><i>802.11b/g</i>              | No                               |
| Battery               |  | Removable<br><i>1500mAh</i>                    | Removable<br><i>1340mAh</i>                    | Sealed<br><i>1219mAh</i>             | Removable<br><i>1400mAh</i>      |
| Headset Jack          |  | 3.5mm  | Mini-USB                                       | 3.5mm                                | 3.5mm                            |
| TV, Music, GPS        |  | Yes  | Yes  | Yes                                  | Yes                              |



## The Sprint Difference

- ▶ **Network** - The Sprint Networks (inclusive of data roaming) have more than twice the coverage of AT&T's current 3G network and more than 20 times the coverage of T-Mobile's current 3G network, both based on square miles.\*
- ▶ **Value** - Sprint's Simply Everything plan provides unlimited nationwide calling, texting and data (including web browsing, GPS, Sprint TV) and much more for only \$99.99 per month. That's a savings of \$1200 over two years vs. a comparable AT&T iPhone® plan.\*\*
- ▶ **Ready Now** - Sprint's complimentary Ready Now personalized service will make anyone an expert on the many features and services of the HTC Hero.

\* Coverage comparison based on publicly available information as of 8/1/09 inclusive of Sprint roaming partners. Based on square miles. Coverage comparison based on publicly available information as of 8/1/09 inclusive of Sprint roaming partners.  
 \*\* Savings based on publicly available information comparing AT&T Nation Unlimited plus required iPhone data plan and optional unlimited text messaging totaling \$149.99/month for AT&T as of publication date, excluding taxes, surcharges and fees. iPhone is a registered trademark of Apple, Inc.

# The HTC Hero™ Difference



## Customization – HTC Sense

- ▶ The HTC Hero allows users to customize up to seven desktops with unique applications and widgets to truly customize the phone to meet your lifestyle.
- ▶ Hero allows even more customization through Scenes which allow you to customize all seven desktops based upon your current mood (Work, Social, Travel, Play).



## Google Integration

- ▶ Access Built-in Google applications including: Google Search™, Google Maps™, Gmail™ and YouTube™ just like on your desktop. Instantly synchronize all your Google information including e-mail, events, contacts, and more.



## App Store

- ▶ Android Market provides direct access to more than eight thousand productivity and entertainment applications. Because Android applications have access to more of the device's capabilities, applications provide unprecedented levels of customization and integration.



## Microsoft Outlook® Integration

- ▶ Robust Outlook integration including E-Mail, Calendar, and Contact sync.



## Messaging Integration

- ▶ A highly integrated e-mail experience including one inbox for all your supported personal and corporate e-mail accounts and integration of Facebook and Flickr® content within your contacts.



## Individuals can chart their own savings.

Sprint offers more value when comparing the HTC Hero™ vs. the competition.

### General Individual Plans

Sprint Simply Everything vs. Verizon Premium & AT&T Nation

| Anytime Minutes  | Sprint Everything Data | Verizon Nationwide Premium | AT&T Nation Talk, Text & Web<br><i>Includes AT&amp;T Navigator</i> | Annual Savings              |
|------------------|------------------------|----------------------------|--|-----------------------------|
| <b>450</b>       | \$69.99                | \$79.99                    | \$79.99  | <b>Save more than \$115</b> |
| <b>900</b>       | \$89.99                | \$99.99                    | \$99.99  |                             |
| <b>Unlimited</b> | \$99.99                | \$139.99                   | \$139.98   | <b>Save more than \$475</b> |

### PDA Individual Plans

Sprint Simply Everything vs. Verizon Premium & AT&T Nation

| Anytime Minutes  | Sprint Everything Data | Verizon Nationwide E-mail & Messaging Plans<br><i>Includes Verizon Navigator</i> | AT&T Nation Talk, Text & Web with PDA Personal Bundle<br><i>Includes AT&amp;T Navigator</i> | Annual Savings              |
|------------------|------------------------|--|---|-----------------------------|
| <b>450</b>       | \$69.99                | \$109.98   | \$99.98   | <b>Save more than \$355</b> |
| <b>900</b>       | \$89.99                | \$129.98   | \$119.98  |                             |
| <b>Unlimited</b> | \$99.99                | \$159.98   | \$159.98  | <b>Save more than \$715</b> |

### Individual Plans vs. AT&T iPhone 3G Plans

Sprint Simply Everything vs. AT&T iPhone 3G Plans

| Anytime Minutes  | Sprint Everything Data | AT&T Nation for iPhone 3G with Unlimited Text | Annual Savings              |
|------------------|------------------------|---|-----------------------------|
| <b>450</b>       | \$69.99                | \$89.99                                       | <b>Save more than \$240</b> |
| <b>900</b>       | \$89.99                | \$109.99                                      |                             |
| <b>Unlimited</b> | \$99.99                | \$149.99                                      | <b>Save more than \$600</b> |

- ▶ AT&T plans include AT&T Navigator.
- ▶ Sprint plans include Unlimited Night calling starting at 7pm.
  - Verizon does not offer a 7pm night calling option.
  - AT&T offers 7pm night calling for \$8.99 on individual plans.
- ▶ Existing Sprint customers can switch Sprint Plans without a contract extension.
- ▶ Available on new lines of activation with a two-year agreement.

Please carefully review the Service Plans & Rates guide for more information on important terms & conditions for service plans and features.  
**\*\*Monthly charges exclude taxes, Sprint Surcharges [incl. USF charge of up to 12.9% (varies quarterly), Administrative Charge (up to \$1.99/line/mo.), Regulatory Charge (\$0.20/line/mo.) & state/local fees by area]. Sprint Surcharges are not taxes or gov't-required charges and are subject to change.**  
 Details: [Sprint.com/taxesandfees](http://Sprint.com/taxesandfees).

Comparisons based on publicly-available information as of 9/2/09 comparing base monthly rates, excluding taxes, surcharges and fees. May require up to a \$36 activation fee/line, credit approval, deposit. Up to \$200 early termination fee/line applies. Sprint Service Plans: Offer ends 12/31/09. Add'l Anytime Min.: Up to \$0.45/min. Nights: Mon-Thurs. 7pm - 7am; Wknds: Fri. 7pm- Mon. 7am. Partial min. charged as full min. Messaging: Includes text, picture and video for domestic messages sent or received. International messages are 20¢ sent or received. SMS voice messages may incur an additional data charge of 3¢/KB. Data: Premium content/downloads (games, ringtones, songs, certain channels etc.) are add'l charge. Text to 3rd parties to participate in promotions or other may result in add'l charges. Sprint Music Premier includes select radio channels and access to 99¢ song downloads (excluding downloads on the HTC Hero). Sprint TV Premier includes select channels. See [sprint.com/tvguide](http://sprint.com/tvguide) for channel information. GPS Navigation includes Sprint Navigation for Sprint phones or Telenav GPS Navigator for Nextel Phones. GPS reliability varies by environment. International services are not included. E-mail includes use of Sprint Mobile E-mail, Microsoft Direct Push technology via ActiveSync™, Versamail, IBM Lotus Notes Traveler® or BlackBerry® Internet Service (BIS). Usage limitation: Sprint may terminate service if (1) more than 800 minutes, (2) a majority of minutes or (3) a majority of kilobytes in a given month are used while roaming. Other Terms: Coverage not available everywhere. Nationwide Sprint and Nextel National Networks reach over 275 and 274 million people, respectively. The Sprint Mobile Broadband Network reaches over 270 million people (including data roaming). Offers & service plan features not available in all markets/retail locations or for all phones/networks. Other restrictions apply. See store representative, in-store material or [Sprint.com](http://Sprint.com) for details.  
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# Families can chart their own savings.

Sprint offers more value when comparing the HTC Hero™ vs. the competition.

## General Family Plans

Sprint Simply Everything vs. Verizon Premium & AT&T FamilyTalk

| Anytime Minutes  | Sprint Everything Data Family<br><i>1500 Minutes</i> | Verizon Nationwide Premium Family SharePlan | AT&T FamilyTalk Talk, Text & Web<br><i>Includes AT&amp;T Navigator</i> | Annual Savings    |
|------------------|--|---|--|-------------------|
| <b>1400</b>      | \$129.99   | \$159.99                                    | \$159.99   | Save <b>\$360</b> |
| <b>3000</b>      | \$169.99   | \$219.99                                    | \$219.99   | Save <b>\$600</b> |
| <b>Unlimited</b> | \$189.98<br><i>Includes data</i>                     | \$269.98                                    | \$269.99   | Save <b>\$960</b> |

## PDA Family Plans

Sprint Simply Everything vs. Verizon Premium & AT&T FamilyTalk

| Anytime Minutes  | Sprint Everything Data Family<br><i>1500 Minutes</i> | Verizon Nationwide Select Family SharePlan* | AT&T FamilyTalk Talk, Text & Web** | Annual Savings                |
|------------------|--|---|------------------------------------|-------------------------------|
| <b>1400</b>      | \$129.99   | \$199.95                                    | \$199.97                           | Save more than <b>\$835</b>   |
| <b>3000</b>      | \$169.99   | \$259.95                                    | \$259.97                           | Save more than <b>\$1,075</b> |
| <b>Unlimited</b> | \$189.98<br><i>Includes data</i>                     | \$319.96                                    | \$319.97                           | Save more than <b>\$1,550</b> |

\*With E-mail & Web for Smartphone plus Verizon Navigator

\*\*With PDA Personal plus AT&T Navigator

## Family Plans vs. AT&T iPhone 3G Plans

Sprint Simply Everything vs. AT&T FamilyTalk iPhone 3G Plans

| Anytime Minutes  | Sprint Everything Messaging<br><i>1500 Minutes</i> | AT&T FamilyTalk for iPhone 3G with Unlimited Text | Annual Savings                |
|------------------|--|---|-------------------------------|
| <b>1400</b>      | \$129.99   | \$179.99  | Save more than <b>\$600</b>   |
| <b>3000</b>      | \$169.99   | \$239.99  | Save more than <b>\$840</b>   |
| <b>Unlimited</b> | \$189.98<br><i>Includes data</i>                   | \$289.99  | Save more than <b>\$1,200</b> |

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  - Verizon does not offer a 7pm night calling option.
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**\*\*Monthly charges exclude taxes, Sprint Surcharges [incl. USF charge of up to 12.9% (varies quarterly), Administrative Charge (up to \$1.99/line/mo.), Regulatory Charge (\$0.20/line/mo.) & state/local fees by area]. Sprint Surcharges are not taxes or gov't-required charges and are subject to change. Details: Sprint.com/taxesandfees.**

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