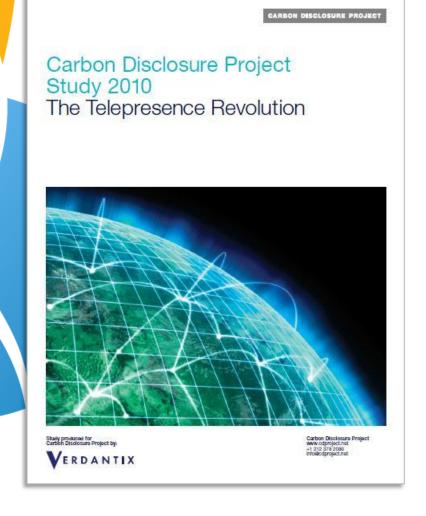


Using IT to Create a More Sustainable World

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Telepresence Report

Commissioned by CDP, sponsored by AT&T and produced by Verdantix

Builds on findings of the SMART 2020 report www.smart2020.org

- Significant GhG emissions reductions can be achieved through ICT
- Travel substitution provides great opportunity

Research Approach

- In-depth interviews
 of 15 global companies
 - Early adopters of telepresence
 - AT&T and non-AT&T customers
- Developed a forecast model to quantify the environmental and economic benefitsat the:
 - Company level
 - Industry sector level
 - Economy wide level for the U.S. and UK

Guest Commentaries

- Economic, environmental and productivity gains -Accenture - SakNayagam, Managing Director of Climate Change Services for Europe, Africa and Latin America.
- Environmental benefits –
 Paul Dickinson, CEO Carbon
 Disclosure Project



Current TP Deployments of Companies Surveyed



Key Findings:Company Level Analysis

···· For a \$1B company*:

- ROI in as little as 15 months
- Saves nearly 900 business trips in year one
- C02 reduction of 2,271 metric tons over five years
 - equivalent of 400+ passenger vehicles for one year
- Delivers non-quantifiable benefits such as:
 - Improved productivity
 - Providing a better work/life balance for employees
- * 1B in annual revenue and with at least 4 TelePresence rooms



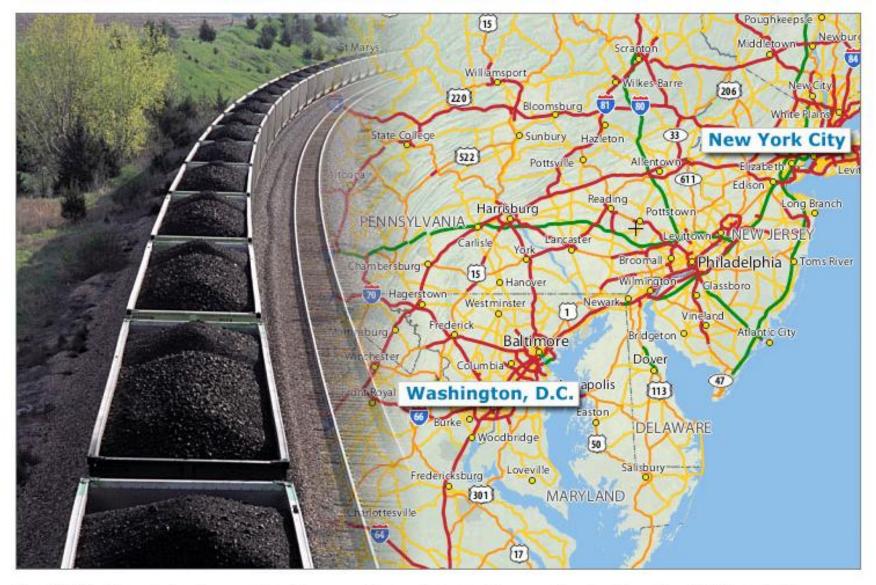
Key Findings: US Analysis



Benefit	Cumulative through 2020	Annually thereafter
Net financial	\$15 billion	\$3.5+ billion
Environmental	4.6 million metric tons	963+ thousand metric tons



Emissions Reduction by 2020



By 2020, the emissions reductions achieved would be equivalent to the CO2 emissions from burning 28,271 railcars' worth of coal.* If you lined them up one behind the other, the line would be almost 271 miles long – about the distance from NYC to DC.







More Information on the Telepresence Revolution:

www.att.com/telepresencerevolution

More Information on AT&T Sustainability:

www.att.com/csr

