

Advanced American Telephones

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2012 AT&T CORDLESS PHONE LINE DELIVERS FEATURE-RICH, HIGH-VALUE PHONE SYSTEMS FOR THE BEST IN HOME COMMUNICATION

New Phone Line Offers Unsurpassed Range and a Variety of Models – from Cellphone Convergence to Bundles for the Entire Home – to Match Every Consumer Need

BEAVERTON, Ore., May 8, 2012 – Advanced American Telephones (AAT), which manufactures AT&T-branded telephones under a license agreement with AT&T Intellectual Property, today announced availability of its new AT&T-branded [DECT 6.0 cordless phones](#). The new AT&T line features popular Connect to Cell™ systems, multi-handset bundles and usability models, offering the best feature sets at competitive price points to deliver the robust functionality and high value consumers expect from the AT&T line.

To ensure consumers never miss a word of the conversation, the 2012 AT&T phone line provides advanced features that help enhance sound and ensure clear reception, such as [HD Audio](#) with equalizer to match hearing preferences, and the TL and CL product lines have a range of up to 1,800 feet*, allowing users to have clear conversations over a greater distance.

“Each year, we strive to deliver more functionality, which is what consumers depend on in AT&T home phone products,” said Matt Ramage, senior vice president, product management, Advanced American Telephones. “Our 2012 line is attractively priced, while offering more features to provide great value to consumers.”

The Best of Both Worlds – Answer Cellphone and Landline Calls on one Home Phone System

The AT&T TL96271 Connect to Cell system offers consumers the freedom of making and receiving cellular calls through a home phone system to help mitigate the problems of poor cellular call clarity and dropped calls typically associated with cellular phone use at home. In addition, this virtual two-line phone system enables one person to make landline calls on one handset, while another person makes cellular calls on the other handset. Users also can download their cellphone directories (up to 6,000 entries) onto the home phone system and pair up to four different BLUETOOTH® wireless technology-enabled cellphones with the TL96271 system.

The TL96271 also features unsurpassed range and HD audio with an equalizer function that includes four preset audio profiles to better match the user’s preferences. For added convenience, the TL96271’s [Caller ID Announce](#) feature helps users easily screen calls without picking up the handset, and [push-to-talk](#) (PTT) allows instant communication throughout the home. PTT enables instant voice delivery through the handset speakerphone for household and office announcements or for one-to-one conversations with someone in another room. The AT&T TL96271 cordless phone is available at telephones.att.com and at major retail stores such as Walmart, Best Buy and others.

AT&T CL82301: 2011's Best-Selling AT&T Cordless Phone Remains in the Lineup for 2012

With up to 45 percent farther range than similarly equipped phones, the AT&T CL82301 three-handset phone system offers versatility with capability to expand up to 12 handsets and provides speakerphone functionality on every handset for easier use. It features both Caller ID Announce, which helps identify callers audibly, and Caller ID on the handset display, ensuring there is no guesswork about incoming calls.

The CL82301 phone system also includes PTT functionality for instant communication within the home or business, making it ideal for home-based businesses, small offices and larger families. Other key features include storage of up to 50 names/numbers in the Caller ID history and up to 14 minutes of digital recording time. The AT&T CL82301 cordless phone is priced at \$79.95 and comes in different bundles of two handsets (CL82201 at \$59.95) and four handsets (CL82401 at \$99.95). It is available at telephones.att.com and at major retail stores such as Target, Staples, Office Max and others.

AT&T CRL32102: Easy to Use and Enhanced Functionality

Headlining AT&T's Usability Series, the new CRL32102 makes it easier than ever for consumers to make the most of telephone technology with an intuitive interface, easy-to-read displays and special features that enable home phone use more comfortable and enjoyable. Blending style and simplicity, the CRL32102 brings an array of features that enhance the user experience, such as an audio boost feature that temporarily increases volume to 12db to better hear conversations in challenging environments, an ergonomic handset designed for comfort and better grip, a sizeable backlit keypad for easy dialing, and large LCDs on each handset to easily read Caller ID and the 50 names and numbers from the phonebook directory. The phone system also offers lighted visual ringers on the handset and base, and Caller ID Announce for visual and auditory call notification.

The CRL32102 is equipped with HD Audio, allows for the adjustment of hearing controls to match personal tastes via the four preset audio profiles in the equalizer, and features a comfortable ear seal on the handsets for optimal sound quality. Users can talk hands-free with the handset speakerphone on each of the handsets, and the system can expand to up to 12 handsets, ensuring a phone is accessible in any room of the house. The answering system on the base offers an intuitive interface for easy operation and features a slow playback function, which reduces the playback speed of voice messages by 30 percent.

The CRL32102 single-handset phone system is \$49.95 and sold through Best Buy, and the CRL32202 two-handset phone system is \$69.95 and sold at RadioShack.

Product highlights and retail availability for the AT&T 2012 phone line are as follows:

TL96271

- Bundled with base and two handsets
- Dual Caller ID dial-in-base speakerphone
- Make and receive both landline and cellular calls from any handset via Connect to Cell technology
- Virtual two-line phone system when using landline and cellphone access through the system
- Pair up to four BLUETOOTH devices
- Download up to 6,000 entries from cellphone directory
- Unsurpassed range
- HD audio
- Equalizer function with four preset audio profiles
- Caller ID Announce
- Push-to-talk for instant communication between handsets
- Pre-dial text on handset display
- High-contrast white backlight with black text
- Backlit keypad
- 200-name and number phonebook directory

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- 50-name and number Caller ID history**
- 10-number redial memory
- 7-day/7-hour battery performance
- Expandable up to 12 handsets (uses TL90071)
- Wall-mountable
- Digital answering system:
 - ITAD accessible from handset
 - 14 minutes of record time
 - Large backlit 7-segment message counter
- **Available in May 2012** at all major retail stores including Walmart, Target, Best Buy and others
- **MSRP:** \$89.95

CL82301

- Unsurpassed range
- HD audio
- Equalizer function with four preset audio profiles
- Caller ID Announce
- Push-to-talk for instant communication between handsets
- Handset speakerphone
- 50-name and number phonebook directory
- 50-name and number Caller ID history**
- Wall-mountable
- Expandable up to 12 handsets (uses CL80101)
- Digital answering system:
 - ITAD accessible from handset
 - 14 minutes record time
 - Large backlit 7-segment message counter
- **Available in Now** at Target, Staples and Office Max
- **MSRP:** \$79.95

CRL32102

- Caller ID announce
- HD audio
- Ergonomic handset
- Audio boost for temporary 12db volume increase
- Lighted visual ringer on handset and base
- Equalizer with 4 preset audio profiles to match your hearing
- Large backlit keypad
- Large and comfortable ear seal for optimum sound quality
- 50-name and number phonebook directory
- Handset speakerphone
- Wall-mountable
- Expandable to 12 handsets (uses CRL30102)
- Digital answering system:
 - Integrated telephone answering device (ITAD) accessible from handset
 - Slow play function to reduce playback speed by 30 percent
 - 14 minutes of record time
 - Large backlit 7-segment message counter
- **Available in May 2012** at Best Buy exclusively
- **MSRP:** \$49.95

For more product details and to view the full line of 2012 AT&T home phones, please visit:
<http://telephones.att.com>.

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About Advanced American Telephones

Advanced American Telephones (AAT) designs, manufactures and distributes AT&T-branded telephone products in the United States and Canada under a brand license agreement with AT&T Intellectual Property II, L.P. AAT is owned by VTech Holdings Ltd. VTech is a widely recognized leader in corded and cordless telephones.

Connect to Cell is a trademark of Advanced American Telephones.

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*Open range test was performed by Wyle Laboratories, an independent commercial test facility. "Up to 1,800 feet" cordless handset range refers to the maximum open field range.

**Use of Caller ID/Call Waiting features requires a subscription to Caller ID/Call Waiting services available through your local telephone company.

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