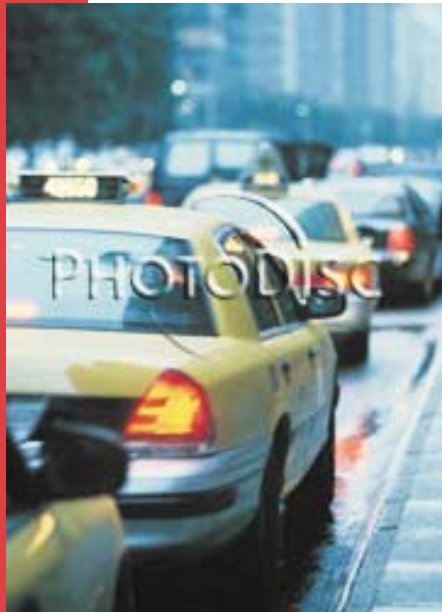


AT&T Wireless Data Service

CASE STUDY SERIES:
POINT OF SALE



THE CARD-FRIENDLY CAB

AT&T Wireless Data Service brings the taxi into the new electronic century.

In this so-called 'new economy' of ours, a valid credit card can get you virtually anything you'd need, from merchandise and services. Funeral homes accept them, as do charities, and even the IRS. But just try using your card to pay for a cab ride across town, or to the airport. If the cab company accepts your credit card at all—a big "if"—processing your fare is liable to be a cumbersome and slow transaction.

A company called TaxiTronic is out to change that. This New York-based taxi outfitter is giving cab operators a simpler way to let passengers pay by credit card—almost as quickly as they'd pay with cash.

It's an advanced wireless solution that integrates TaxiTronic hardware and the AT&T Wireless data network.

Says Amos Tamam, President of TaxiTronic, "AT&T Wireless Data Service now lets us bring taxi operations into the 21st century—to help streamline operations and generate additional revenue at the same time."



AT&T
Wireless

