

# Cingular Customers Can Get Wireless E-Mail in a New York Minute

July 27 2004

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The days of spending your daily commute staring out the train window, teeth grinding, worried about the e-mail piling up in your inbox are over. Now, thanks to Cingular Wireless, you can have **instant access to your e-mail anytime** - and getting the service is as simple as walking into any Cingular store in New York City.

To meet demand from small businesses and mobile professionals, Cingular Wireless is now offering in retail stores its flagship wireless e-mail and phone offering, Xpress Mail(SM) with the BlackBerry 6280(TM) and BlackBerry 7280(TM) wireless handhelds. Because BlackBerry handhelds maintain a constant connection to Cingular's wireless network, customers don't have to "dial up" to get their e-mail. Retail locations throughout the metro area will have retail space dedicated to these and other business products.

"Many small business owners and mobile professionals rely on technology such as wireless e-mail to give them a competitive edge," Glen Moyes, Director of Marketing for Cingular's New York City region. "Giving them easy access to wireless e-mail products, via dedicated business-specific space in our New York stores, allows us to meet those needs quickly, easily and conveniently."

Citing the need for increased and easier access to wireless products that help make small businesses and mobile professionals more productive, Cingular designed these business-specific areas to allow customers to easily find the products they need. In addition, Cingular's advanced

offerings for small businesses and mobile professionals will continue to expand, reflecting the growth in this market segment.

Cingular is supporting this initiative with its first major consumer campaign for the Xpress Mail with BlackBerry e-mail service. The outdoor advertising campaign targets New York City commuters who could reap the benefits of Cingular's Xpress Mail with BlackBerry service. One ad, for example, compares "After I finish my e-mails I'll try to make the 7:33" to "I'll be on the 6:21 finishing my e-mails."

### Business Products

Some of the featured products in the new store business section include the BlackBerry 6280(TM) and BlackBerry 7280(TM). These tri-band wireless handhelds combine top-of-the-line voice features, including conference calling and international roaming, and data services, e-mail access, wireless Internet access, along with the ability to synch calendars, contacts and to-do lists. The BlackBerry handhelds, developed by Research In Motion (NASDAQ:RIMM) , work seamlessly on Cingular's GSM/GPRS networks, giving Xpress Mail customers access to the best integrated voice and data coverage in the country.

Cingular customers using BlackBerry can easily view e-mail attachments and wirelessly reconcile e-mail messages between their PCs and BlackBerry handhelds.

Pricing for BlackBerry service begins at \$29.99 per month, for customers with a Cingular voice plan. E-mail-only plans are available starting at \$34.99 per month. The price of the BlackBerry 6280 handheld is as low as \$249, with a two-year contract. The price of the BlackBerry 7280 handheld is as low as \$349, with a two-year contract.

For more information about the new BlackBerry handhelds, please visit

Cingular Wireless' website at [www.cingular.com/](http://www.cingular.com/) or visit your nearest Cingular retail location.

Source: Cingular Wireless

Citation: Cingular Customers Can Get Wireless E-Mail in a New York Minute (2004, July 27)  
retrieved 9 April 2024 from  
<https://phys.org/news/2004-07-cingular-customers-wireless-e-mail-york.html>

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