



AT&T

Deployment at-a-glance

25 Solar Mobile Charging Stations

180,000 Phones Charged

3,072,825 Circulation

441,035 Households Reached

Company Profile

www.att.com
New York, NY, USA
Multinational Telecommunications

Street Charge Solution

Street Charge v.2
Three 15-watt solar panels,
168wh lithium battery
Micro, iPhone 5, iPhone 5,
female USB tips
Portable base

Deployment

June 18, 2013

New Yorkers Get The Power. AT&T Gets The Glory

This initiative was a direct outgrowth of Hurricane Sandy when AT&T brought in commercial diesel generators and pop-up cellular service. New Yorkers who had lost power for days or longer flocked to the centers seeking a charge and a way to communicate to the outside world. With this need in mind, AT&T asked Goal Zero to partner with them in developing a free, clean, and sustainable source of power to residents.

The goals for AT&T as they deployed twenty-five units in all five New York City boroughs were: demonstrate their commitment to the city; offer a conveniently located, free power source for phones; and harness innovative technologies. They succeeded. This pilot initiative provided free solar mobile charging stations, helping the public to charge their phones, tablets and other mobile devices.

Tweets like, "I'll never be powerless again" and "I really love what the AT&T guy are doings with their solar powered phone chargers" showed that residents and tourists alike appreciated the power amenity. And a robust PR campaign including briefings, press conference, and event coordination ensured that AT&T got all the credit.

Solar mobile charging is a natural next step in AT&T's efforts to provide innovative services for New Yorkers that empower them to lead more sustainable lives.

Marissa Shorenstein
New York State President, AT&T

