

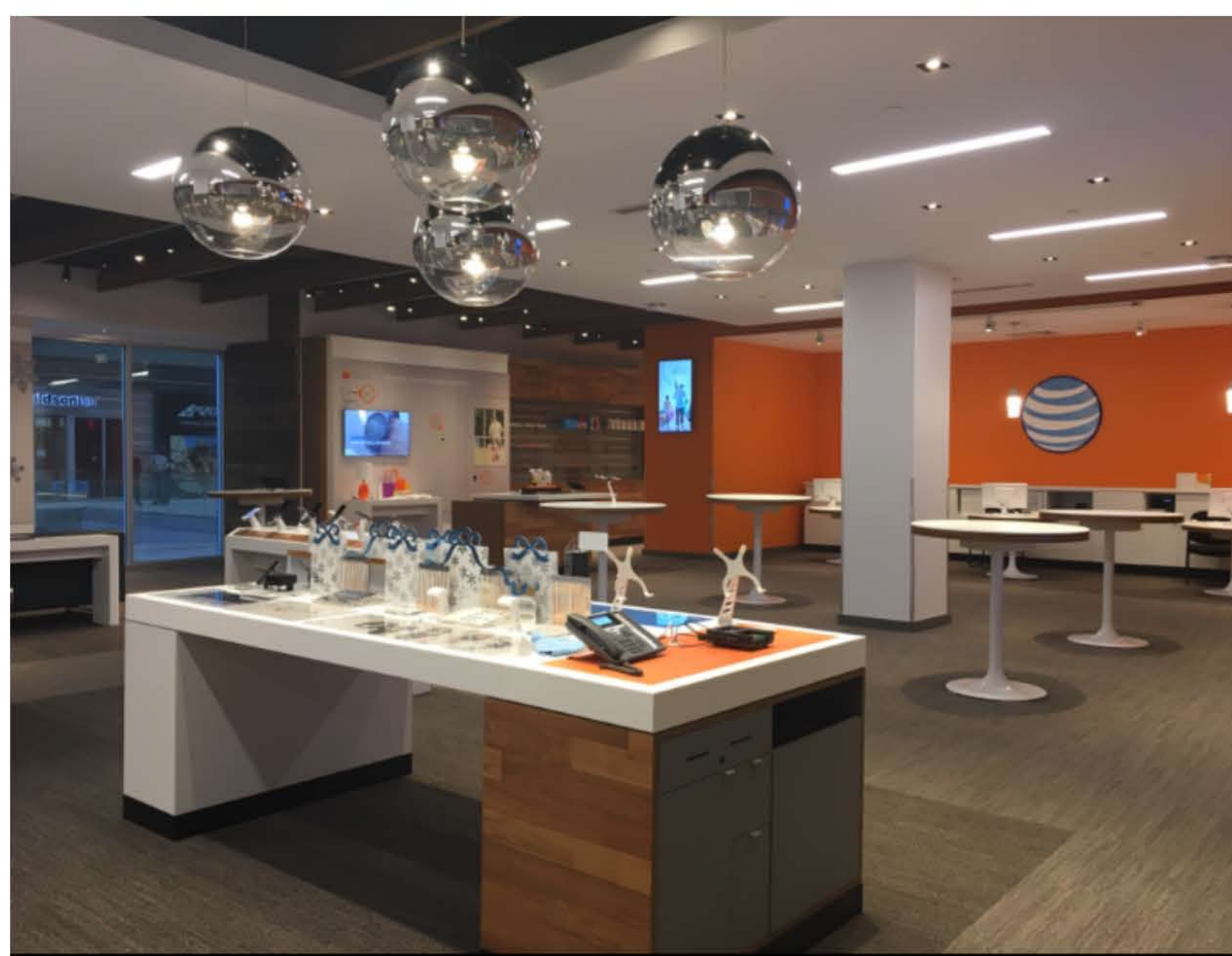


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AT&T opens new store at Brickell City Centre

By **John Merlino** - December 21, 2016



Interior of AT&T new store in Brickell City Centre

AT&T is expanding its retail presence in Miami. Just in time for the holidays, the company recently opened a spacious 5,800-plus square-foot store at the Brickell City Centre.

The store design engages shoppers and encourages them to explore and interact with the latest products and services.

Customers can check out solutions, devices and accessories across three unique zones in the store:

Connected Experience Zone: "lifestyle vignettes" show how you can use products every day. This zone highlights music, home security, entertainment and more.

Community Zone: visitors can shop and play at interactive "community tables." This section of the store displays apps, accessories and devices, so customers can see how they can work together.

Explore Zone: "explore walls" show a variety of AT&T's devices and accessories. Digital monitors next to the accessories show how they work.

"Shoppers at our new Brickell City Centre store will have an interactive, hands-on mobile and entertainment experience," said Cristy Swink, AT&T Florida vice president general manager. "We want to provide an exceptional experience, and we've been working hard to take our stores and network to a new level here in South Florida."

Customers will be able to have a mobile shopping experience. Instead of "cash-register" counters, they will find round, café-style "learning tables." They can chat with an AT&T retail consultant there to ask questions or learn about a product or service. All retail consultants carry a tablet so they can help customers anywhere in the store.

The store also uses digital signage, e-brochures and interactive video monitors to give customers the information they want at their fingertips.

The new store is open Monday through Saturday, 10 a.m. to 9:30 p.m., and Sunday, noon to 7 p.m.

To find the nearest AT&T store or device support center, visit www.att.com/find-a-store or www.att.com/dsc. You can make an appointment first at www.att.com/storeappointment/

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