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AT&T Mexico to Launch Smith Micro ViewSpot® Retail Display Management Platform

Deployment is First Expansion of ViewSpot into Latin American Market

PITTSBURGH, PA, January 23, 2020 – Today, Smith Micro Software announced its agreement with AT&T Mexico to bring its ViewSpot® dynamic retail display management solution into more than 1,500 stores. The ViewSpot platform, which will be branded for AT&T Mexico as *Device Alive – Mexico*, will enable AT&T Mexico to build product and brand recognition with consistent digital content, to provide dynamic digital pricing and to gain valuable customer insights on more than thirty device models across five regions within Mexico. This deployment marks the first expansion of Smith Micro’s ViewSpot platform into Latin America.

“We are pleased to partner with AT&T Mexico so they can utilize ViewSpot to deliver consistent, synchronized, dynamic content in their retail stores,” said William W. Smith Jr., president and CEO of Smith Micro. “ViewSpot becomes a critical component of AT&T Mexico’s retail strategy and will function as an extension of their sales force, leading customers on a connected in-store journey of devices and promotions.”

ViewSpot is Smith Micro’s comprehensive retail display management solution that enhances a customer’s in-store experience by delivering interactive dynamic pricing and digital content management, providing analytics on customer engagement and monitoring device health. This allows mobile network operators to deliver digital marketing programs to customers that connect

with their needs while also being able to analyze the in-store behavior of consumers to drive strategic business decisions.

“Listening to customers is the key to innovate and improve our products and services. With Device Alive, all the people who visit our AT&T stores will have a new standardized experience with digital content that is easy to update and improves our sales times,” said Marisol Serrano, Brand & Strategy Communication AT&T, Mexico.

ViewSpot lets mobile network operators take control of content management and deliver the right message to the right consumer to facilitate a positive retail experience and drive in-store spending through features like:

- Customized Messaging – Optimize content and deliver the information customers want to increase conversions and reduce the sales cycle.
- Dynamic Digital Pricing – Ensure pricing compliance, eliminate lag time and reduce human error with dynamic digital price tags that can offer store or region specific promotional pricing.
- Attract Sync – Draw customers in to view and interact with devices by displaying consistent, branded demos that loop until a customer interacts with the device.

“The expansion of ViewSpot into Latin America with Device Alive - Mexico presents an exciting opportunity for Smith Micro, ViewSpot and AT&T,” said Smith. “We are confident that AT&T will experience the positive impact that Device Alive-Mexico will have on its business by turning browsers into buyers and providing a viable solution to many retail challenges.”

About Smith Micro Software, Inc.:

Smith Micro develops software to simplify and enhance the mobile experience, providing solutions to some of the leading wireless service providers and cable MSOs around the world. From enabling the family digital lifestyle to providing powerful voice messaging capabilities, our solutions enrich today’s connected lifestyles while creating new opportunities to engage consumers via smartphones and consumer IoT devices. The Smith Micro portfolio also includes a wide range of products for creating, sharing and monetizing rich content, such as

visual voice messaging, optimizing retail content display and performing analytics on any product set. For more information, visit www.smithmicro.com.

ViewSpot, Smith Micro and the Smith Micro logo are registered trademarks of Smith Micro Software, Inc. All other trademarks and product names are the property of their respective owners.

Forward-Looking Statements:

Certain statements in this press release are forward-looking statements regarding future events or results, including statements related to the benefits that we believe our products will offer to our customers, and statements using such words as “expect,” “anticipate,” “believe,” “plan,” “intend,” “could,” “will” and other similar expressions. Forward-looking statements involve risks and uncertainties, which could cause actual results to differ materially from those expressed or implied in the forward-looking statements. Among the important factors that could cause or contribute to such differences are changes in customer or platform requirements and limitations on our ability to compete effectively with other software and technology companies. These and other factors discussed in our filings with the Securities and Exchange Commission, including our filings on Forms 10-K and 10-Q, could cause actual results to differ materially from those expressed or implied in any forward-looking statements. The forward-looking statements contained in this release are made on the basis of the views and assumptions of management, and we do not undertake any obligation to update these statements to reflect events or circumstances occurring after the date of this release.