

The Virgin Islands Consortium

AT&T Now Offering Customers Unlimited Data

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Just a few days following Verizon's announcement that it would start offering an unlimited data plan after years of selling capped data packages, AT&T is now doing the same, the company announced in a release issued to The Consortium Thursday.

As of today, AT&T will let any current or potential customer buy an unlimited data plan. Previously, only DirecTV customers were able to purchase unlimited data from the carrier. Just like Verizon, AT&T offered unlimited data back in the early days of smartphones but moved to limited tiered data packages in 2010.

AT&T's plans are very similar to what Verizon, T-Mobile and Sprint are already offering: Unlimited data customers will get full LTE speeds up to 22GB, after which AT&T will

reserve the right to de-prioritize those customers' speeds in times of congestion. Verizon is doing that after 22GB, while T-Mobile de-prioritizes customers after 28GB.

AT&T has confirmed that tethering is not included on its unlimited plan, a weakness in its offering as all of its competitors currently let customers use a certain amount of data with tethered devices.

According to the carrier, pricing starts at \$100 for a single line, \$140 for two lines, and \$180 for three lines, while the fourth line is free.

The new offering also allows business customers to take advantage of their additional corporate discount. Regular customers can make unlimited calls from the U.S. to Canada and Mexico, and send unlimited texts to over 120 countries. Customers on unlimited plan can talk, text and use data in Canada and Mexico with no roaming charges when they add the Roam North America feature for no additional charge, according to AT&T.