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FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE  
SECRETARY

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Building The  
Wireless Future™

April 13, 1994

CTIA

Cellular  
Telecommunications  
Industry Association  
1250 Connecticut  
Avenue, N.W.  
Suite 200  
Washington, D.C. 20036  
202-785-0081 Telephone  
202-785-0721 Fax

Mr. William F. Caton  
Acting Secretary  
Federal Communications Commission  
1991 M Street, N.W. Room 222  
Washington, D.C. 20554

Re: Ex Parte Filing  
Personal Communications Services  
GEN Docket No. 90-314

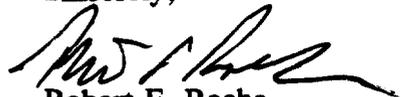
Dear Mr. Caton:

On Wednesday, April 13, 1994, Jeffrey R. Hultman, President and CEO of Dial Page, and Robert F. Roche, Director for Research of the Cellular Telecommunications Industry Association, met with Mr. Byron F. Marchant, Senior Legal Advisor to Commission Andrew C. Barrett; and separately with Mr. Ralph Haller, Chief, Private Radio Bureau, David R. Siddall, Chief, Frequency Allocation Branch, Renee Licht, Deputy General Counsel, Office of the General Counsel, Julia F. Kogan, Staff Attorney, Private Radio Bureau, and Rodney Small, Office of Engineering and Technology, to discuss the above-captioned proceeding. The attached presentation material sets forth the substance of the views expressed in connection with this matter.

Pursuant to section 1.1206(a)(1) of the Commission's rules, an original and one copy of this filing are being filed with your office.

If there are any questions concerning this submission, please contact me at (202) 785-0081.

Sincerely,

  
Robert F. Roche

Enclosure

cc: Mr. Byron F. Marchant  
Mr. Ralph Haller  
Mr. David R. Siddall  
Ms. Renee Licht  
Julia F. Kogan  
Rodney Small

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# **DIAL PAGE**

## **Wireless Communications**

**Jeffrey R. Hultman**  
**President & Chief Executive Officer**

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**DIAL PAGE**

## *Dial Page Profile*——

- **Ten Years Operating Experience**
- **NASDAQ Publicly Traded**
- **Wireless Strategy**
- **Spectrum Covers 72 Million Pops**
- **Building Digital MIRS Network**
- **Investing \$2+ Billion**
- **400,000+ Paging And SMR Customers**

———— **DIAL PAGE**

# *Dial Call Services / User Features*



## **Integrated Services**

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- Mobile telephone
- Dispatch
- Messaging
- Mobile data

## **Features**

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- Digital quality
- Privacy / fraud protection
- Voice mail, call forwarding, etc.

## **Technology**

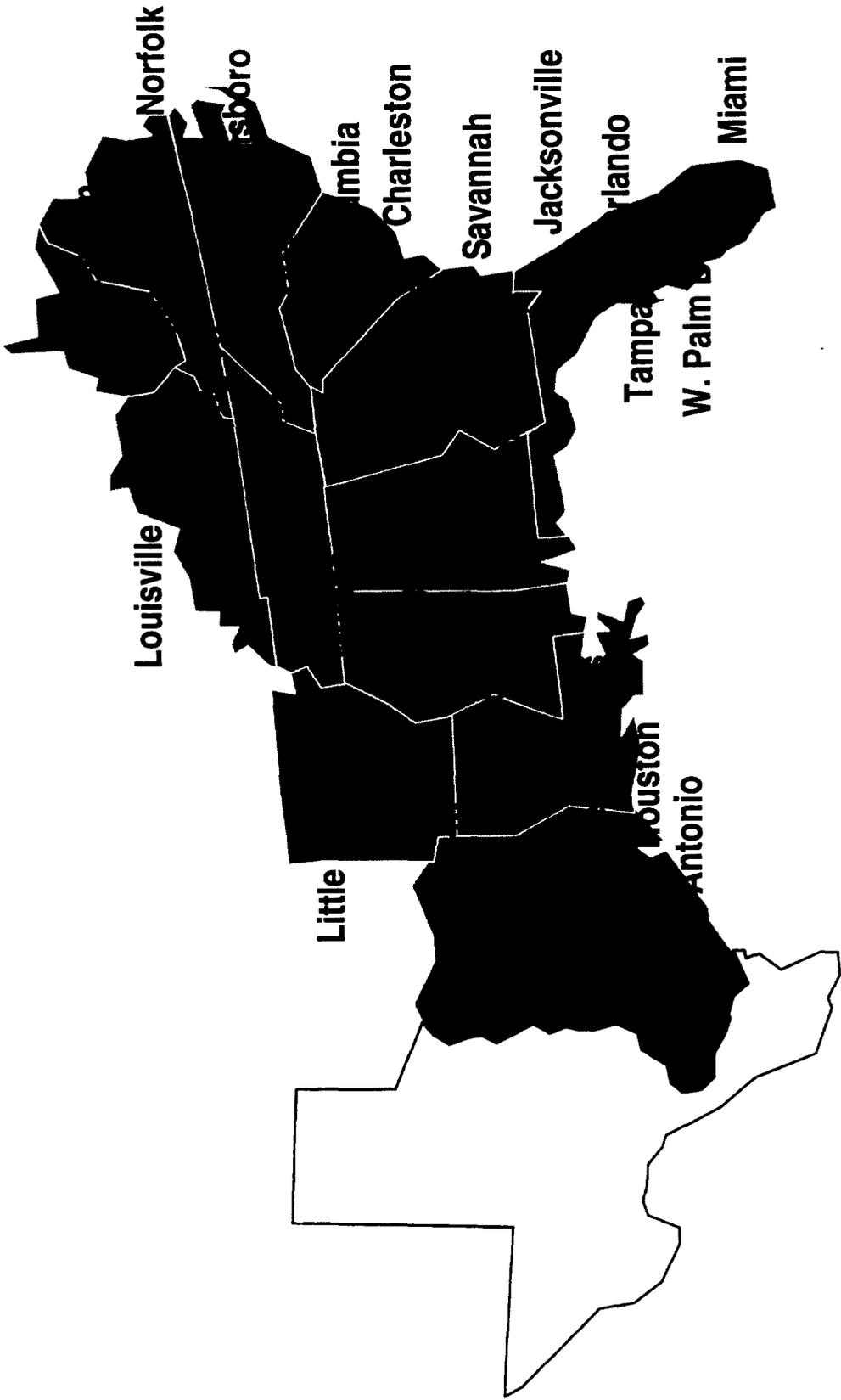
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- TDMA Digital Based
- Compatible with GSM
- PCS Product Architecture

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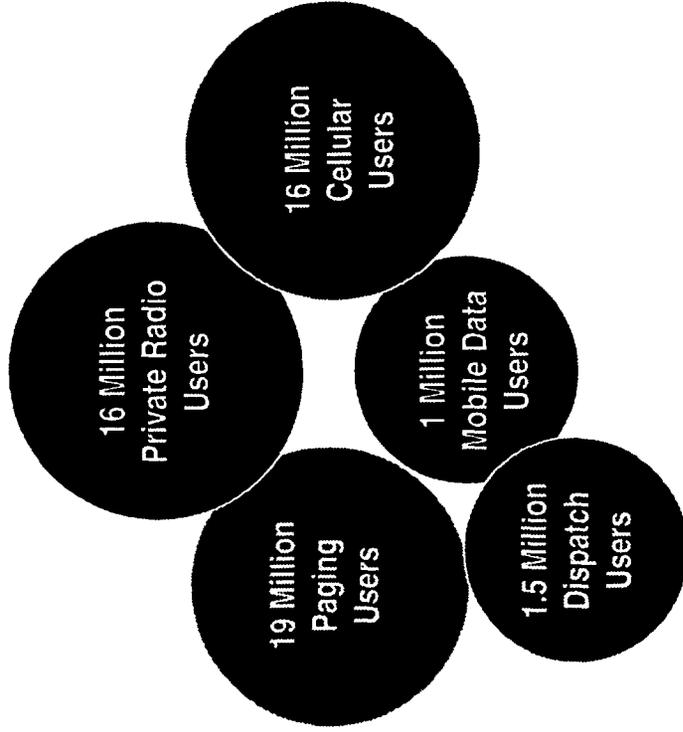
# *Dial Call Markets* —



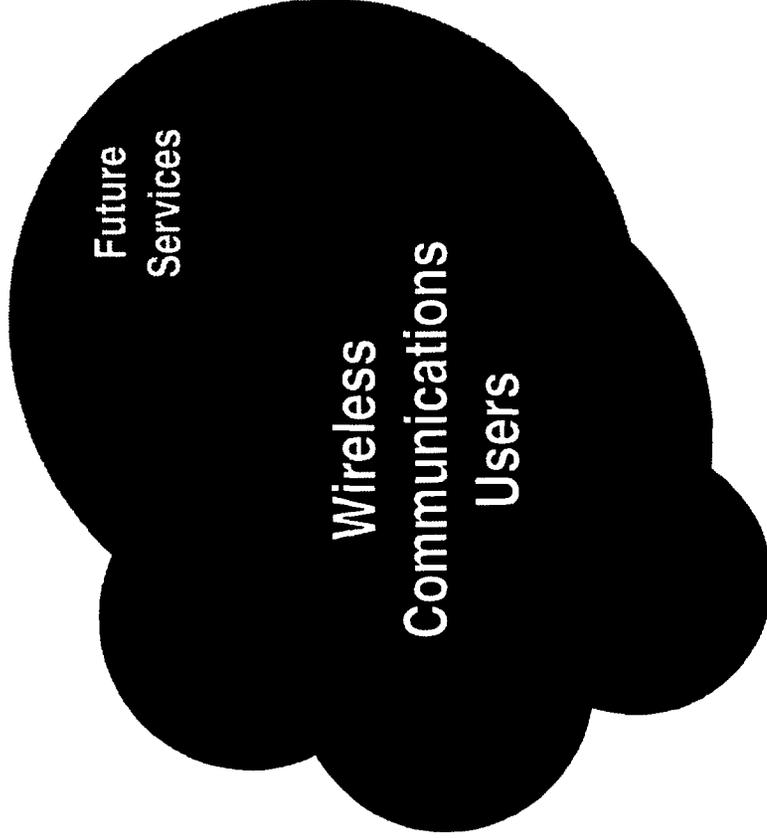
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# Wireless Services—

1993



2000



# *Wireless Trends* —

## **MORE**

- **Spectrum**
- **Technological Advances**
- **Capital Funding**
- **Markets**
- **Players**
- **Opportunities**

# *Keys To Wireless Market*

- **Spectrum / Capacity**
- **Capital Funding**
- **Market Execution**

# *Spectrum Availability*

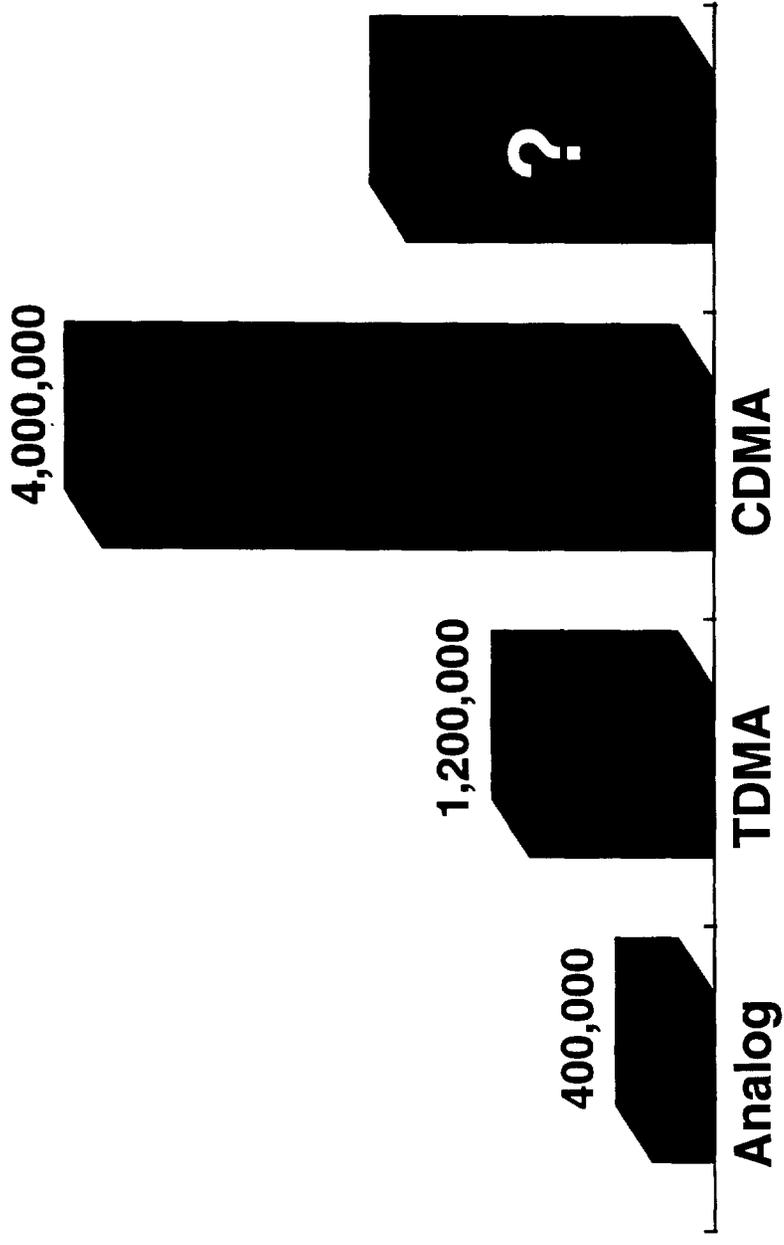
## **SMR-Shared Use 14 MHz Over Territory**

- **Dial Page Averages 8 MHz / City**
- **Not Consecutive Channels**

**Cellular - Sole Use Of 25MHz In MSAs/RSA**

**PCS - Sole Use Of 10-30 MHz In MTAs/BTAs**

# 25 MHz Cellular Capacity



Subscribers Per Market

# *Spectrum Impact*——

- **Limits Capacity**
- **Efficiency Of Capital - Reuse**
- **Technology Alternatives**
- **Access To Funding**

## *PCS - Capital Funding Impact*

- **3-4 Times More Spectrum Than Dial Page**
- **Entry Of Very Large Players**
- **Too Many Players Attempting Funding**
- **Will Drain Capital From SMR Industry**

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## *PCS Reduce Spectrum Allocation*

- **Create A Level Playing Field**
- **Force Efficient Use Of Spectrum**
- **Save Spectrum For Future Applications**
- **Reduce No. Players - Increase Chances Of Success**