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December 22, 1994

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William F. Caton  
Acting Secretary  
Federal Communications Commission  
1919 M Street, N.W., Room 222  
Washington, D.C. 20554

Re: MM Docket No. 87-268; ET Docket No. 93-7 -- Ex Parte Presentation

Dear Mr. Caton:

On Wednesday, December 21, 1994, representatives of the Consumer Electronics Group of the Electronic Industries Association ("EIA/CEG") made an ex parte presentation to Commissioner Susan Ness, Mary P. McManus, and David A. Siddall regarding standards for Standard Definition Television and the Decoder Interface for cable-ready televisions. Representing EIA/CEG were Joseph P. Clayton, Gerald M. McCarthy, Ronald L. Massiglio, Gary J. Shapiro and George A. Hanover. The views expressed on behalf of EIA/CEG are reflected in the Association's filings with the Commission, as well as in the attached outline.

Please let us know if you have any questions.

Sincerely,

Joseph P. Markoski

/rew

Enclosure

cc: Hon. Susan Ness  
Mary P. McManus  
David A. Siddall

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## HOW THE FCC CAN FURTHER CONSUMER INTERESTS

- CABLE COMPATIBILITY RULES MUST COME TO SUCCESSFUL CLOSURE (MEET CONSUMERS' NEED). "IR PASS THROUGH" MUST NOT BE ALLOWED TO FRUSTRATE INTENT OF RULE MAKING.
- MANDATE: SDTV SHOULD BE A SUBSET OF HDTV.
- ISSUE: A SINGLE STANDARDS RULING FOR BOTH, AT OR NEAR THE SAME TIME
- COVER: ALL MEDIA (BROADCAST, CABLE, TELCO, SATELLITE).
- DIGITAL CABLE COMPATIBILITY RULES ARE NEEDED TO AUGMENT THE ESTABLISHED ANALOG RULES.