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March 26, 1998

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FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

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OFFICE OF THE SECRETARY

Magalie Roman Salas, Esq.  
Secretary  
Federal Communications Commission  
1919 M Street, NW  
Room 222  
Washington, DC 20554

Re: Summary of Oral Ex Parte Presentation Regarding the  
Navigational Devices Proceeding (CS Docket No. 97-80)

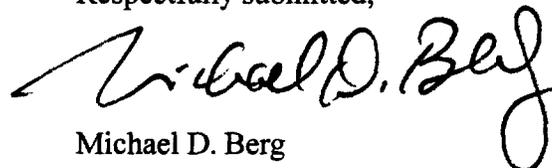
Dear Ms. Salas:

Pursuant to 47 C.F.R. § 1.1206(b)(2), this notice is to inform you that on Tuesday, March 24, 1998, Robert Russman, Vice President for New Business Development for StarSight Telecast, Inc. ("StarSight") and the undersigned met with Alan Stillwell, Economic Advisor and Robert Bromery, Chief, Allocation and Standards Division of the Office of Engineering & Technology, regarding the issues and analysis contained in the Reply Comments filed by StarSight in this proceeding.

In addition, we noted that the analysis set forth in StarSight's Reply Comments is supported by, and necessary to, one of the purposes of Section 629 as expressed in the legislative history which states that, "[o]ne purpose of this section is to help ensure that consumers are not forced to purchase or lease a specific, proprietary converter box, interactive device or other equipment from the cable system or network operator." S. Conf. Rep. No. 104-230, at 181 (1996).

As required by 47 C.F.R. § 1.1206(b)(2), we are submitting an original and one copy of this notice. Should you have any questions regarding this matter, please contact the undersigned.

Respectfully submitted,



Michael D. Berg

Enclosure

cc: Alan Stillwell  
Robert M. Bromery  
Robert Russman

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# StarSight<sup>®</sup> and General Instrument

## Advanced analog & digital set-top boxes



### GUIDE CUSTOMIZATION

#### Customization of Your Guide:

- Service Provider logo appears on the program grid guide
- Headend control of customizable features
  - Browse and graze features
  - One-button VCR programming
  - Channel select/deselect
  - Channel reordering
  - IPPV purchasing from guide
  - Theme guide
  - Favorite channels feature

#### Other Customizable Features:

- 1-7 day guide
- Add or remove themes from theme guide
- PPV can be used in one way, two-way or systems with both running concurrently

### PRODUCT ENHANCEMENTS

#### Capabilities:

- New features are downloadable to converters as StarSight Telecast upgrades its software application (no truckroll required)

#### Future Enhancements:

- Messaging on guide
- Interactive in-guide promotion
- Virtual channels (with StarSight NEWS Services)
- Add PPV movies as a theme

### TECHNICAL REQUIREMENTS

#### Interactive Program Guide (IPG) Server:

- Facilitates the transmission of data to the set-top box
- Hardware specifications
  - Removable hard drive for easy upgrades
  - 28.8 baud modem
  - Folding drawer monitor and keyboard assembly
  - Rack mountable requiring 5 rack spaces
- Proprietary StarSight Data and Edit<sup>®</sup> Management server software
- Other pre-installed software
  - Windows '95
  - ProComm Plus
- Purchase price \$7,485.00
- StarSight Telecast and CI staff are on site to install and to train your staff

\*Future availability

#### General Instrument Headend Equipment:

- Standard advanced analog headend equipment
- 2 data insertion units required

#### CFT 2200 and DCT 1000 Converters:

- 512K DRAM
- 512K FLASH (StarSight application uses approximately 180K)

#### Data Transmission:

- *In-band* transmission for analog CFT 2200
- *Out-of-band* transmission for digital DCT 1000
- Daily download of program schedules takes approximately 5 minutes from StarSight to the IPG server, another 5 minutes from the server to the converter (dependent on the number of channels)

### SERVICE PROVIDER TOOLS

#### Custom Editing Capabilities:

- Line-up customization:
  - Shared channels
  - Multiple channel line-ups (The StarSight guide accurately reflects your system's unique programming packages)
- Program information customization. Choose between actual program titles or generic program titles for the following:
  - Local Origination
  - Adult channels
- Customize your Pay-Per-View information:
  - Edit PPV pricing

#### StarSight Training, Support and Marketing Assistance:

- Extensive training documentation provided
- StarSight personnel conduct system trainings
- StarSight provides a one page Quick Reference card for subscribers
- Comprehensive customer tutorial video usable on local origination channels for on-air promotion and education of your customers on the usage of StarSight



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### Program Grid Guide

MON	8:00PM	8:30PM
DISC	Wild Discovery	
SHOW	The American President	
REC1	Bladerunner   Driving Miss	
REC2	Star Trek: The Voyage	
9	National Geographic	
CSP2	U.S. Senate Coverage	
4	Friends	Single Guy
HRQE	Batman	
5	Monday Night Football	
44	Fresh Prince Blossom	
32	Avonlea	
NICK	Ren & Stimpy Mighty Morph	
SHOWTIME/CH 37	MAY 23 8:00P	

- Lists programs by channel
- Displays 2 half hours of information
- Tune to any current title at the touch of a button

### Theme Categories

SEARCH BY THEME	
<ul style="list-style-type: none"> <li>Movies</li> <li>Specials/Mini Series</li> <li>Sports</li> <li>Children's Programming</li> <li>Health/Science/Education</li> <li>News/Talk/Magazine</li> <li>Entertainment/Variety</li> <li>Comedy</li> <li>Action/Thriller/Horror</li> </ul>	<p>SHOWTIME/CH 37 MAY 23 8:00P</p>

- Provides customers with an extensive list of over 100 search categories

### Theme Subcategories

DRAMA	
SORT BY:	TIME [F5]
REC1	12:00A MAY Up Close & Per
REC2	10:00A MAY The Substitute
3	4:00P MAY Top Gun
7	8:00P SUN Gone With the
10	8:00P SUN Annie O
13	8:00P SUN Hoosiers
16	8:00P MON The American P
ARC	8:30P TUE Romeo & Juliet
REC	6:00P WED The Search for
4	8:00P WED Family Honor
32	10:00P WED Uncle Tom's Ca
SHOWTIME/CH 37	MAY 23 8:00P

- Further specifies search; e.g. Sports to Football
- Subscriber sorts by time, channel, or alphabetically

### Grazing

The American President	
2 hours left	
A widowed President dates a beautiful Congressional lobbyist, to the dismay of his supporters. Michael Douglas, Annette Bening.	
**** (1995, PG-13) Movies: Drama.	
SHOWTIME/CH 37	MAY 23 8:00P

- Pop-up program descriptions as subscriber changes channels

### Browsing

Friends	
13 minutes left	
Chandler baby-bits Ben (R).	
Comedy: Sitcom Stereo. (CC)	
KRON-NBC/CH 4	MAY 23 8:17P

- Pop-up program descriptions for all other channels without leaving channel currently being watched

### Change Channel Order

CHANGE CHANNEL ORDER			
9	VIC2	NVOR	BRAY
2	ARC	26	RET
4	NEU	CSP2	REC
5	CRN	CRAX	50
7	TBS	GAR	VISM
8	HRQE	KICK	INN
9	TBS	INN	VH1
1	VIC1	TVG	REG
1	PLAY	22	PIRN
1	VIC2	USA	REG2
1	VIC2	USA	REG2
KRED-PBS/CH 9	MAY 23 8:17P		

- Subscriber can change order that the channels appear on guide

### One-button VCR Programming

The American President	
8:00P-10:00P	
2 hours left	
One Time Press RECORD	
Every M-F again to confirm	
Once a Week recording	
Use V to change end time	
SHOWTIME/CH 10	MAY 23 7:30P

- One-button VCR programming
- Current and future recording (once, daily, weekly), with recording log

### Favorite Channels

FAVORITE CHANNELS			
2	ARC	NVOR	BRAY
4	NEU	26	RET
5	CRN	CSP2	REC
7	TBS	CRAX	50
8	HRQE	KICK	VISM
9	TBS	INN	VH1
VIC1	20	SHW	VH1
PLAY	TVG	REG	RTV
VIC2	22	PIRN	PPV
32	USA	REG2	NVOD
VIC2	22	PIRN	PPV
KRON-NBC/CH 4	MAY 23 8:17P		

- Subscriber can select favorites; pressing FAV button on remote grazes through them

### Impulse Pay-Per-View Purchasing

StarSight Presents:	
Driving Miss Daisy	
An elderly southern woman learns to respect her black valet. Morgan Freeman, Jessica Tandy	
***Drama. Adult Themes. 2 hrs.	
Show Starts:	8:30P
Ticket Price:	\$4.75
REQUEST/CH 2	MAY 23 8:17P

- Select program titles from guides and complete purchase
- Password protected purchases
- Log listing of purchased events

### Parental Control

PARENTAL CONTROL	
RATING	CONTENT
0	Profanity
1	nudity
PG13	Violence
R	Adult Situations
NC17	Adult Themes
1	Adult Language
1	NR

- Uses passwords to limit TV viewing by time, channel, rating and content, and purchase by cost

### Scheduled Auto Tune

SCHEDULE	
MON 8:00PM 8:30PM	
DISC: Nature's Hum Around the W	
REC1: Scott and Molly	
REC2: Bladerunner   Driving Miss	
REC3: Star Trek: The Voyage Hom	
9:00P	
CSP2	V. AutoTune
4	FF Record
5	FF Make Favorite
5	FF Unlock All
44	FF
32	Avonlea
NICK	Ren & Stimpy Mighty Morph
KRON-NBC/CH 25	MAY 23 8:17P

- Schedule TV to automatically tune to programs when they begin
- Top-level access to other features such as VCR Programming, Favorite Channel Set-up and Parental Control

