

EX PARTE OR LATE FILED

VERNER · LIIPFERT
BERNHARD · McPHERSON ³ H AND
CHARTERED

DOCKET FILE COPY ORIGINAL

EX PARTE OR LATE FILED

901 - 15TH STREET, N.W.
WASHINGTON, D.C. 20005-2301
(202) 371-6000
FAX: (202) 371-6279

March 26, 1998

RECEIVED

MAR 26 1998

FEDERAL COMMUNICATIONS COMMISSION
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)

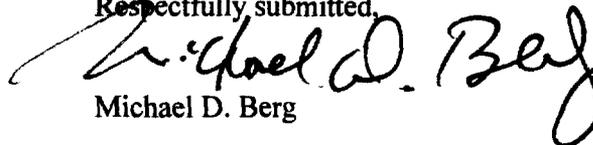
Dear Ms. Salas:

Pursuant to 47 C.F.R. § 1.1206(b)(2), this notice is to inform you that on Wednesday, March 25, 1998, Robert Russman, Vice President for New Business Development for StarSight Telecast, Inc. ("StarSight") and the undersigned met with Michael Riordan, Chief Economist; Dale N. Hatfield, Chief Technologist; and Jonathan D. Levy, Economist all of the Office of Plans and Policy, and with Edward Gallick, Senior Economist of the Cable Services Bureau, 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: Michael Riordan
Dale N. Hatfield
Jonathan D. Levy
Edward C. Gallick
Robert Russman

No. of Copies rec'd 041
List ABCDE

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[®] Management server software
- Other pre-installed software
 - Windows '95
 - ProComm Plus
- Purchase price \$7,485.00
- StarSight Telecast and GI 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



©1996 StarSight Telecast, Inc. StarSight and the StarSight logos are registered trademarks of StarSight Telecast. Windows '95 and ProComm Plus are registered trademarks. For more information, call 510-657-9900.



Program Grid Guide

MON	8:00PM	8:30PM
DISC1	Wild Discovery	
SHOW	The American President	
REQ1	Bladerunner Driving Miss	
REQ2	Star Trek: The Voyage	
9	National Geographic	
CSP2	U.S. Senate Coverage	
4	Friends Single Guy	
HBOE	Batman	
5	Monday Night Football	
44	Fresh Prince Blossom	
32	Avonlea	
NICK	Ken & Stimpie 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	
1	Movies
2	Specials/Mini Series
3	Sports
4	Children's Programming
5	Health/Science/Education
6	News/Talk/Magazine
7	Entertainment/Variety
8	Comedy
9	Action/Thriller/Horror
SHOWTIME	CH 37 MAY 23 8:00P

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

Theme Subcategories

SORT BY: TIME	
REQ1	12:00A SAT Up Close & Per
REQ2	10:00A SAT The Substitute
3	4:00P SAT Top Gun
7	8:00P SUN Come With the
8	8:00P SUN Annie O
9	8:00P SUN Hoosiers
1	8:00P MON The American P
ARC	8:30P TUE Romeo & Juliet
SHOW	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-sits Ben (R).	
Comedy: Sitcom. Stereo. (CC)	
KRON-HBO	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			
2	AMC	WJDR	BRAY
4	MEU	20	RETJ
5	CNN	CSP2	HSCJ
7	TNT	MAXJ	SOJ
HBOE	NICK	CNRO	VISN
9	TBS	TNN	HROJ
1	VCI	20	SHOW
1	VCI	TVC	REG
1	PLAY	22	DISM
1	Y2	USA	REQ2
1	Y2	USA	REQ2
KRED-PBS	CH 9	MAY 23	8:17P

- Subscriber can change order that the channels appear on guide

One-button VCR Programming

MON	8:00PM	8:30PM
DISC1	Wild Discovery	
SHOW	The American President	
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 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	AMC	WJDR	BRAY
4	MEU	20	RETJ
5	CNN	CSP2	HSCJ
7	TNT	MAXJ	SOJ
HBOE	NICK	CNRO	VISN
9	TBS	TNN	HROJ
1	VCI	20	SHOW
1	PLAY	TVC	REG
1	VCI	22	DISM
1	Y2	USA	REQ2
1	Y2	USA	REQ2
KRON-HBO	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

LOCK BY RATING & CONTENT	
RATING	CONTENT
G	Profanity
PG	Nudity
PG13	Violence
R	Adult Situations
NC17	Adult Themes
X	Adult Language
NR	

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

Scheduled Auto Tune

MON	8:00PM	8:30PM
DISC1	Nature's Way Around the W	
REQ1	Scott and Mally	
REQ1	Bladerunner Driving Miss	
REQ1	Star Trek: The Voyage Hom	
CSP2	U. S. Senate Coverage	
4	Fr	Guy
HBOE	Make Favorite	
5	HBO	Unlock All
44	Fr	
32	Fr	
NICK	Ken & Stimpie Mighty Morph	
KRED-CH	23	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

