November 22, 2002

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

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| Re: In the Matter of | ) | |
| Section 68.4(a) of the Commission's --- | ) | **WT Docket 01-309** |
| Rules Governing Hearing Aid Compatible | ) | |
| Telephones | ) | |

Dear Ms. Dortch:

Pursuant to Section 1.1206 of the Commission's rules, William L. Ball, Vice President Public Policy, and William Douglass representing the OnStar Corporation and Bruce D. Jacobs, Partner of Shaw Pittman submit this notice in the above-captioned proceeding of an ex parte meeting on November 21, 2002. Attending the meeting from the Commission were Thomas Wyatt (Deputy Bureau Chief), Consumer and Government Affairs Bureau; Thomas E. Chandler (Chief) and Janet Sievert from the Disability Rights Office, Consumer and Government Affairs Bureau; Mindy Littell, Patrick Forster and Joesph Levin from the Policy Division of the Wireless Telecommunications Bureau and Jenifer Simpson from the Consumer Inquires and Complaints Division, Consumer and Government Affairs Bureau. The purpose of the meeting was to demonstrate the operation of the OnStar system and discuss access issues related to OnStar and telematics. Copies of materials used in the meeting are included in this filing.

The OnStar system integrates wireless communications, autonomous GPS, and voice recognition technology into the electrical architecture of the vehicle, in order to provide a variety of services. OnStar's service offerings and a brief video developed from a March 2002 automatic airbag deployment/crash notification incident were reviewed. The video included audio of the interaction of the OnStar call center advisor, the crash victim and the local PSAP.

In addition, General Motors' July 31, 2002, announcement that GM would begin to offer Advanced Automatic Crash Notification (AACN) beginning with selected OnStar equipped vehicles in the 2004 Model Year was discussed. AACN will expand the data available to OnStar to pass on to PSAPs and will include data regarding the severity and direction of impact, as well as other medically important crash information.

Please direct any questions regarding this matter to the undersigned.

Respectfully submitted,

William L. Ball
Vice President, Public Policy

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# OnStar: An Overview

## System Design

The OnStar system integrates wireless communications, autonomous GPS, and voice recognition technology into the electrical architecture of the vehicle, in order to provide a variety of services.

Services are accessed via a three-button keypad containing a blue OnStar button (to access routine call center services), a red emergency button and a black button with a white dot (to initiate wireless calls). The three-button keypad is integrated into the headliner of the vehicle, the rear view mirror or the instrument panel of the vehicle; and the electronics for the transceiver and GPS receiver are positioned uniquely for each vehicle.

OnStar is fully integrated into the design and manufacture of the vehicle. The audio is provided using the speakers and volume controls for vehicle's audio system. Normal operation of the audio system is overridden when OnStar services are being provided. OnStar is not a portable unit; it cannot be removed from the vehicle.

Because of paramount concerns to avoid driver distraction, OnStar uses hands-free, voice-activated technology.

## Services

OnStar call center services are location-based and/or interactive with the vehicle. The basic service package includes

- automatic airbag deployment notification
- remote door unlock
- stolen vehicle location
- remote diagnostics
- other safety and security services.

Other packages are available that include routing and concierge services.

A resold cellular service is available only if the subscriber has first contracted for OnStar's location-based safety and security call center services. This service requires the customer to buy a pre-paid package of minutes and is bundled with Onstar's Virtual Advisor information service that includes location-based traffic and weather, news, sports, stock quotes, and other information.

# OnStar – Background

- GM entry in emerging "Telematics" market
  - Integrated into vehicle's electrical architecture
  - Combines cellular phone technology, GPS, voice recognition, access to a live advisor
- Conceived in 1995
- First marketed in 1996

OnStar

# OnStar – Current Performance

- Over 2.0 Million Subscribers
- 45 of GM's 2003 Models – about 25% of total GM volume
- Contracts with six other OEMs
  - Lexus
  - Audi
  - Acura
  - Subaru
  - Isuzu (CY2002)
  - Volkswagen (CY2003)

OnStar

# OnStar – Telematics Design Principles

- Minimize eyes-off-the-road, hands-off-the-wheel time
- Minimize the number of steps required to perform a task
- Create a common interface for consumer interaction with the system
- Utilize a lockout protocol to prevent the use of systems that create unnecessary and excessive attention demands on the driver

OnStar

# OnStar – Core Service Offering

- Safe & Sound
  - Automatic airbag deployment notification
  - Location of stolen vehicles
  - Remote door unlock
  - Remote diagnostics
  - Roadside assistance
  - Emergency services
- Directions & Connections
  - Routing and location assistance
  - Information and convenience services
- Luxury & Leisure
  - Personal concierge services

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# OnStar – Personal Calling Service

- Embedded cellular phone service (single transceiver)
- Hands-free, voice activated
- Employs vehicle's audio system
- Dictate phone numbers/use "name tags"
- Principal carrier is Verizon Wireless ( OnStar is a reseller)
- OnStar Virtual Advisor
  - Combines wireless technology, state-of-the-art voice recognition and text-to-speech technology
  - Audio access to certain Internet-based information
  - Content selection ranges from productivity to fun
    - Traffic
    - E-mail
    - Stock quotes (Fidelity) and news (WSS, ABC, ESPN)

OnStar

# OnStar – Commitment to Accessibility

- GM Mobility
  - OnStar Subcommittee
- Generation 7 (In development)

OnStar