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Ms. Marlene H. Dortch, Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: *Ex Parte* Meeting in CS Docket No. 97-80 and PP Docket No. 00-67

Dear Ms. Dortch:

Pursuant to Section 1.1206 of the Commission's rules, 47 C.F.R. § 1.1206, Sharp Laboratories of America, Inc. ("Sharp") submits this notice of an *ex parte* meeting in the above-captioned proceeding.

On June 13, 2003, Adam Goldberg (Manager, Standards, Sharp) and Dan Perka (Swidler Berlin Shereff Friedman) met with Susan A. Mort (Policy Division), Steven Broeckert (Policy Division), Thomas Horan (Senior Legal Advisor), Mary Beth Murphy (Policy Division), Michael S. Perko (Chief, Office of Communications & Industry Information), Mike Lance (Engineering Division), and Alison Greenwald (Engineering Division) (all of the Media Bureau) to discuss the Memorandum of Understanding between representatives of the cable industry and the consumer electronics industry (the "MOU") related to proposed digital plug and play encoding rules and the above captioned proceeding. The attached document, which Sharp distributed at the meeting, summarizes Sharp's views on these issues and the issues discussed at the meeting.

Respectfully Submitted,

Sharp Laboratories of America, Inc.

By:



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Cc: FCC Attendees

Need for Urgency on Cable “Plug and Play” Agreement

On December 19, 2002, the cable and consumer electronics industries came to an agreement (the “Plug and Play Agreement”) on key technical, legal, and industry issues that, when implemented, will facilitate the deployment of a national “plug and play” digital television (“DTV”) cable standard.

It is crucial that the Federal Communications Commission (the “Commission”) approach its review of the Plug and Play Agreement with a sense of urgency. Failure to do so arguably would result in a lack of certainty in the relevant industries regarding such standards and the continued delay of the DTV transition and the development of DTV consumer products. The uncertainty caused by a failure to expeditiously implement the Plug and Play Agreement would delay the development and sale of DTV consumer products in the following manner:

Product Planning Cycle:

- Product Planning (*i.e.*, design choices, features, etc.) for mid-2004 products currently is underway and being finalized. Unfortunately, these decisions are being made without confidence that the development tools and Commission rules called for in the Plug and Play Agreement will be in place. Due to the fact that final design choices must be made prior to August 2003 for product availability before July 1, 2004, consumer electronics manufacturers must be confident that the Plug and Play Agreement will be in place before they develop products that contain such plug and play features.

Product Development Cycle:

- Consumer electronics companies currently are unable to complete development of cable-ready DTVs due to CableLabs’ refusal to make available a “DFAST Development License.”
- The only current development option is to sign a “PHILA” license, which contains a number of illogical and overly restrictive provisions. For example, the PHILA license forces companies to comply with CableLabs’ issued documents, meaning that CableLabs maintains unilateral control over nearly all product features.

Marketing Cycle:

- Consumer electronics products typically are announced / introduced at the annual Consumer Electronics Show (“CES”) in January. In general, buyers and retailers receive briefings and place orders for products *at CES*. Products not introduced by CES 2004 are not likely to be introduced until CES 2005.
- Further, national retailers normally are shown prototypes and specifications for new products, pursuant to which product lineup choices are made, in the November before the product is displayed at CES.