

Dell, Inc.  
1225 Eye Street, NW, Ste 920  
Washington, DC 20005

Telephone: (202) 408-3355  
Fax: (202) 408-7664  
www.dell.com



October 21, 2003

FILED ELECTRONICALLY

Ms. Marlene H. Dortch  
Office of the Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, S.W.  
Washington, D.C. 20554

Re: Notice of Ex Parte Presentation—MB Docket No. 02-230

Dear Ms. Dortch:

On October 20, 2003, John Medica, Senior Vice President and General Manager, Dell Product Group, and the undersigned of Dell, Inc., and Ann Morton and Kristan Van Hook of Infotech Strategies, met with Commissioner Kathleen Abernathy and her staff members Stacy Robinson Fuller, Jennifer Manner and Jason Scism.

The purpose of the meeting was to discuss Dell's views regarding the Commission's above-referenced Notice of Proposed Rulemaking addressing digital broadcast copy protection, as outlined in the attachment hereto. Dell, a member company of the IT Coalition, also discussed with Commissioner Abernathy and her staff the issues that have been raised in the filings of the IT Coalition in this proceeding.

In addition to filing one electronic copy of this letter with the Commission for the above-referenced docket, a copy of this letter is being delivered to each of the Commission parties listed below.

Respectfully submitted,

Richard A. Beutel, Esq.  
Director, Government Relations

Attachment

cc (w/ attachment): Commissioner Kathleen Abernathy  
Stacy Robinson Fuller  
Jennifer Manner  
Jason Scism



## Broadcast Flag Requirements

---

- Dell continues to believe encryption at the source offers the best protection for broadcast HDTV content.
- Any Broadcast Flag regime must be applied in a low-cost, easy to implement and customer-friendly manner.
- In an era of PC-CE device convergence, public policies should drive innovative technologies that meet the Broadcast Flag requirements and consumer choice in compatible PC style devices.
- A FCC or neutral 3<sup>rd</sup> party approval process for adding new technologies is required – shouldn't choose winners and losers.
- We need a self-certification process that allows us to bring new technology innovations rapidly to market based on neutral functional criteria.