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September 6, 2006

VIA ELECTRONIC FILING

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

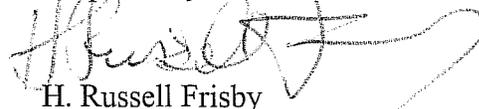
**Re: Notice of Oral Ex Parte Communication, In the Matter of Review of the
Emergency Alert System; EB Docket No. 04-296**

Dear Ms. Dortch:

On September 5, 2006, the undersigned as counsel, together Tim Lorello, Senior Vice President of TeleCommunication Systems, Inc. ("TCS"), met with Barry Ohlson, Senior Legal Advisor to Commissioner Jonathan S. Adelstein, regarding the development of a new Emergency Alert System. The purpose of this meeting was to discuss TCS's view with respect to the Emergency Alert System proceeding.

Pursuant to the Commission's rules, 47 C.F.R. § 1.1206(b) (1), this letter, along with the material distributed at the meeting, are being filed electronically for inclusion in the record of the above-referenced proceedings.

Respectfully submitted


H. Russell Frisby

Attachment

cc: Barry Ohlson

190140



Emergency Alert System: Current & Future Possibilities

Timothy Lorello
SVP, Chief Marketing Officer
TeleCommunication Systems (TCS)
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TCS Has Decades of Experience

Wireless Carriers for Public Safety

- Messaging & Location Infrastructure with over 46 wireless carriers
 - Over 36 Billion US SMS messages over last 12 months
 - About 90,000 E9-1-1 calls daily
- Trusted signaling partner for wireless (and now VoIP) networks
- Amber Alerts provided nationwide for AOL
- Patent on Intercarrier Messaging

Studies Have Been Conducted on Emergency Alerts

- DHS Study in October of 2004
 - Analysis of Messaging & Location technologies for Emergency Scenarios
- CDMA Cell Broadcast study for commercial & emergency use in 2003
 - Included handset specifications required to support SMS Cell Broadcast



ComCARE Alliance
Communications for Coordinated Assistance and Response to Emergencies



A Phased Approach Is Possible

- Phase I – Phone-Based SMS
 - Zip-code based delivery system
- Phase II – Location-Based SMS
 - Cell-Site based delivery system
- Phase III – Precise Location SMS
 - Useful for content delivery and precisely targeted alerts
- Phase IV – Cell Broadcast SMS
 - Most efficient alerting mechanism for cell-site based delivery

Guiding Principles

Voluntary or Mandatory end-user participation

SMS can be mixed with Multimedia

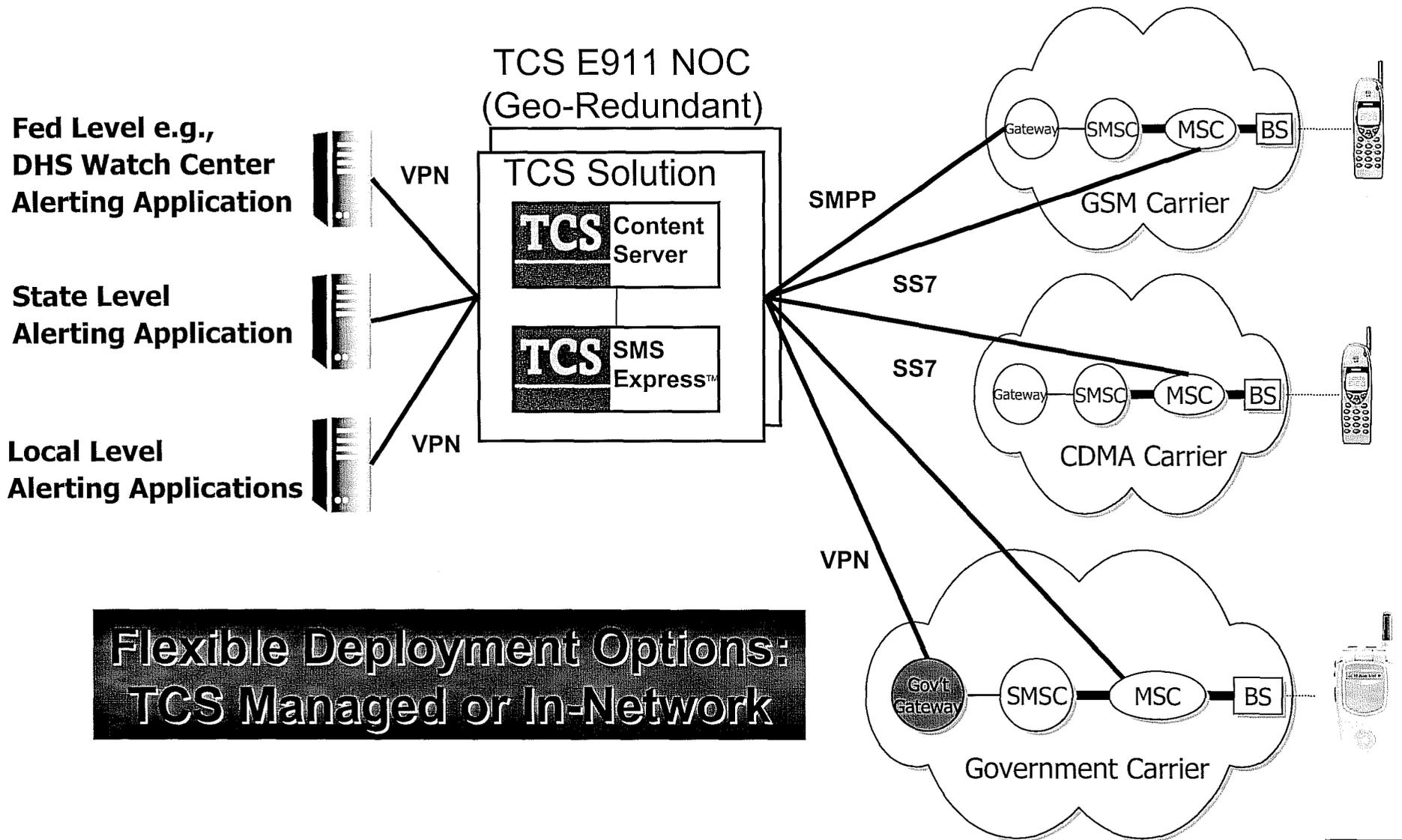
Text Messaging Is Now Mainstream

- Mobile Phones Are Ubiquitous Devices
 - 216M subscribers (CTIA, 2006)
- Short Message Service Is Always On
 - 44% of cell phones subscribers actively use (Jupiter Research, 6/06)
- SMS Is An Inexpensive Delivery Mechanism
- SMS works well in congested & impaired networks
 - Only requires small packets of data during small windows of time
 - Infrastructure supports retry, monitor, and “wake-up” methods
- Text Messaging Is Currently Used for Broadcasts
 - Amber Alerts, News, Sports, Horoscopes, American Idol

Objections Can Be Overcome

- **Concerns About Technology Availability**
 - SMS Infrastructure is in place today
 - 2-way SMS also possible – allows retrieval of additional information
- **Concerns About Cost**
 - Most cost-effective delivery mechanism
 - Systems need only send small packets of data
 - Any window of opportunity allows message delivery
- **Concerns About Deployment**
 - Broadcast mechanisms already in place
- **Concerns About Congestion**
 - Solutions already engineered
 - Throttling mechanisms already deployed and operational

Emergency Alerts Network Architecture



**Flexible Deployment Options:
TCS Managed or In-Network**



Enabling Convergent Technologies®

Questions

Tim Lorello

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