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May 6, 2008

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

Re: Compatibility Between Cable Systems and Consumer Electronics Equipment
PP Docket No. 00-67

Dear Ms. Dortch:

Today, Cable Television Laboratories (“CableLabs”) and Samsung Electronics Co., Ltd. announced their agreement on a new tru-2way™ license that provides consumer electronics device manufacturers a streamlined license so they can build two-way digital cable ready retail devices that will work on cable’s interactive networks without an operator-supplied set-top box. Samsung Electronics is the first consumer electronics manufacturer to sign this new agreement.

The new tru2way Host Device License Agreement furthers the focus on “openness” in licensing matters that cable representatives announced at the Consumer Electronics Show in January. Among other terms, the license provides for self-certification and paper certification of retail devices, approval of new digital outputs via a four-studio approach, and a tru2way trademark license. The tru2way License Agreement is available to any consumer electronics manufacturer on a nondiscriminatory basis.

I am enclosing a copy of the press release describing this announcement for inclusion in the above-referenced docket. If you have any questions, please contact me.

Respectfully submitted,

/s/ **Neal M. Goldberg**

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FOR IMMEDIATE RELEASE

**CableLabs® Announces New Tru2way™ Retail
Host Device License Agreement**
Samsung Electronics First to Sign Up

Louisville, Colorado, May 5, 2008 – CableLabs® and Samsung today announced their agreement on a new tru2way™ license that provides consumer electronics device manufacturers a streamlined license for their retail products to interface to 2-way interactive cable networks. Samsung Electronics is the first consumer electronics manufacturer to sign this new agreement.

The new tru2way Host Device License Agreement provides manufacturers of retail consumer electronics devices a streamlined license to technology required to interface to two-way interactive cable networks, and aligns with the “openness” focus announced at the Consumer Electronics Show in January. Among other terms, the license provides for self-certification and paper certification of retail devices, formal rights of participation by consumer electronics manufacturers in CableLabs processes, approval of new digital outputs via a 4-Studio approach, and a tru2way trademark license.

The agreement consolidates, clarifies, and provides an alternative to the existing CableCARD™-Host Interface License Agreement (CHILA), and the OpenCable™ Application Platform Implementer Agreement. The tru2way License Agreement is available to any consumer electronics manufacturer on a nondiscriminatory basis.

Tru2way technology is an innovative national software platform that enables cable’s interactive services to be delivered to two-way plug and play TVs, set-top boxes and other devices. Tru2way also creates a national footprint for the creators of interactive services to develop products that work on cable systems in nearly every U.S. market. Major cable operators have committed to support the tru2way platform on systems covering more than 90 million U.S. homes by the end of 2008

In a signing ceremony with Brian Roberts, president and CEO of Comcast Communications, DJ Oh, president and CEO of Samsung Electronics America, announced that Samsung has signed the new tru2way License Agreement.

“Samsung, as a leader in technology innovation, is a long-time supporter of the cable industry’s technology initiatives,” said Oh. “Tru2way technology offers a better path, in the spirit of openness, to interactive cable services for consumers. We look forward to continued work with CableLabs and the cable industry to bring to market the best in cable solutions.”

Roberts added, “Comcast is committed to rolling out tru2way-enabled set-top boxes later this year, and Samsung’s rollout of retail tru2way-enabled devices demonstrates that the tru2way technology is the best solution for both retail and leased set top boxes. We look forward to working with Samsung on this and other innovations that will continue to enhance the customer experience.”

Richard R. Green, President and CEO of CableLabs, said of Samsung: “Samsung has been a true and trusted partner in developing, implementing, and bringing to market innovative devices that take full advantage of the cable network’s interactive capabilities. It is fitting that Samsung is the first to sign on to the tru2way agreement.”

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About Samsung Electronics America, Inc.

Headquartered in Ridgefield Park, NJ, Samsung Electronics America, Inc. (SEA), a wholly owned subsidiary of Samsung Electronics Co., Ltd., markets a broad range of award-winning, advanced digital consumer electronics, information systems and home appliance products. The SEA organization oversees the North American operations of Samsung including Samsung Telecommunications America, LP, Samsung Electronics Canada, Inc. and Samsung Electronics Mexico, Inc. Please visit www.samsung.com for more information.

About Samsung Electronics

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2005 parent company sales of US\$56.7 billion and net income of US\$7.5 billion. Employing approximately 128,000 people in over 90 offices in 51 countries, the company consists of five main business units: Digital Appliance Business, Digital Media Business, LCD Business, Semiconductor Business and Telecommunication Network Business. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones, and TFT-LCDs. For more information, please visit www.samsung.com.

About CableLabs

Founded in 1988 by members of the cable television industry, Cable Television Laboratories is a non-profit research and development consortium that is dedicated to pursuing new cable telecommunications technologies and to helping its cable operator members integrate those advancements into their business objectives. Cable operators from around the world are members. CableLabs maintains web sites at www.cablelabs.com; www.packetcable.com; www.cablemodem.com; www.cablenet.org; and www.opencable.com.

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