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July 31, 2008

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

**Re: CS Docket No. 97-80; PP Docket No. 00-67**

Dear Ms. Dortch:

As we have previously informed the Commission, on May 27, 2008, Sony Electronics (Sony) and the National Cable & Telecommunications Association (NCTA) announced an agreement between Sony and the six largest cable operators in the United States that establishes a national platform for retail devices to receive interactive cable services using tru2way technology – the type of competitive retail solution the Commission has been exploring in the above-referenced dockets. The terms of the agreement are embodied in a binding Memorandum of Understanding (MOU) negotiated by Sony and the six largest cable companies – Comcast Corporation, Time Warner Cable, Cox Communications, Charter Communications, Cablevision Systems Corporation, and Bright House Networks. Those cable companies serve more than 82 percent of all U.S. cable subscribers.

On June 11, 2008, I submitted an ex parte letter reflecting the fact that additional leading consumer electronics and information technology companies announced they too had signed the MOU. Those companies were Samsung Electronics America, Panasonic Corporation of North America, Intel Corporation, Digeo and ADB Group.

Earlier this week, it was announced that LG Electronics and Funai Electric (which trades products in the United States under the brand names Philips, Magnavox, Sylvania, and Emerson) have also signed the MOU. A copy of the CableLabs press release announcing those signings is attached.

If you have any questions, please contact me.

Respectfully submitted,

/s/ **Neal M. Goldberg**  
Neal M. Goldberg

Attachments

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FOR IMMEDIATE RELEASE

## **LG Electronics and Funai Electric Sign Tru2way™ MOU**

Louisville, Colorado, July 28, 2008 – CableLabs® announced today that LG Electronics and Funai Electric have signed the multi-industry tru2way™ Memorandum of Understanding (MOU).

The MOU signatories now include major consumer electronics manufacturers – Sony, Samsung, Panasonic, LG Electronics, Funai (which trades products in the United States under the brand names Philips, Magnavox, Sylvania, and Emerson); Digeo, and ADB; chip maker Intel; and, the nation's top six cable providers – Comcast, Time Warner, Cox, Cablevision, Charter and Bright House Networks.

Tru2way technology allows consumers to receive interactive cable services, including video-on-demand, voting and polling, games, and e-commerce in integrated retail DTVs without the need for a separate set-top box.

The MOU represents joint cable operator and retail manufacturer support and endorsement of the tru2way technology platform developed by CableLabs for delivering two-way interactive digital cable video services. The tru2way platform uses an upgradable middleware solution that allows for, and encourages, innovation from both cable and retail device manufacturers. Thus, retail consumers that purchase digital cable ready devices will be able to receive innovative interactive cable services now and in the future.

The core of the tru2way technology uses the same Java-based technology that is used in high-definition Blu Ray Disc players, cell phones, interactive broadcasts. Advantages of Java technology are that it is a well-known platform already familiar to a large developer community. Working with this programmer community, networks, content owners, cable operators, and manufacturers can develop creative interactive services that enhance the experience of cable consumers.

“We really are pleased with the public support of the tru2way platform by so many major companies in the consumer electronics, information technology, content, cable industries; it is really all coming together,” said Dr. Richard R. Green, President and CEO of 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](http://www.cablelabs.com); [www.packetcable.com](http://www.packetcable.com); [www.cablemodem.com](http://www.cablemodem.com); [www.cablenet.org](http://www.cablenet.org); and [www.opencable.com](http://www.opencable.com).