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FEB 18 2010

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February 15, 2010

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

EX PARTE OR LATE FILED

RE: *Ex Parte* Communication
MB Docket No. 08-82, CSR-7947-Z

Dear Ms. Dortch:

The Isaac Daniel Group (“IDG”), a technology company in Miami, Florida, hereby submits this comment in response to the various letters and comments submitted to the Commission by the Motion Picture Associate of America (“MPAA”), Public Knowledge, and other interested parties relating to the MPAA’s request for waiver of the prohibition on the use of selectable output control (“SOC”) technology.

While many compelling arguments have been presented both for and against the MPAA’s request, IDG presents a technological innovation, called “Genio™,” that fulfills the seemingly conflicting demands for delivering high-value content to the general public with the utmost protection against piracy, but doing so in a manner that is most accessible to the general public and least intrusive on their privacy and property rights. Genio™ accomplishes this by delivering content to consumers through a secure streaming connection, and ensuring that only select viewers have access to the content, namely those who have paid to view the content. In essence, Genio™ simulates ticket controls at a movie theatre, where only viewers who have paid for their tickets are allowed to watch the movie.

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Economically speaking, content provided through Genio™ is accessible to the general public since, in some versions, it requires no additional hardware purchase by the consumers. Genio™ simply requires a personal computer, a high-speed internet connection, and a webcam – components that most consumers already possess. For consumers without a personal computer and webcam, IDG offers additional versions of Genio™ that include all the necessary hardware to stream high-definition content over a secure connection, and to ensure that only paid viewers are able to view the content. IDG also respects consumers' privacy, since Genio™ requires that no personal information, such as images, be stored, collected, or transmitted - only the number of viewers is determined.

In an effort to curb piracy and unauthorized viewership, more advanced versions of Genio™ use sophisticated sensing techniques, which includes 3D and infrared sensing, to determine the number of people actually viewing the content, and is able to control the content accordingly. All versions of Genio™ employ advanced media streaming techniques, where the content is not stored locally, and the content can be interrupted midstream should any unauthorized use be detected. These functionalities give content providers confidence that their content will not be pirated or broadcasted to an audience of unauthorized viewers.

Another concern of public interest is unemployment, since the perception is that granting the waiver would harm the movie theatre industry, thereby leading to more unemployment in an already fragile economy. To address this issue, Genio™ is marketed as a premium service, where the convenience and flexibility of the personal viewing experience is priced such that it will not compete with the movie theatre industry.

In view of the various public interest issues presented by the MPAA's request for a waiver on the prohibition of the use of SOC technology, including, but not limited to, invasion of rights of privacy, intellectual property piracy, equal access to content for the general public, and harm to the movie theatre industry, Genio™ presents a timely solution that appeases all interested parties, including, most importantly, the consumers.

IDG therefore requests that the Commission and all interested parties consider Genio™ as a solution to the various issues presented during this proceeding.

Sincerely,



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