



Looking Forward

March 24, 2010

Topics

- 1. Purple Background**
- 2. Perspective on the Industry**
- 3. Request for Guidance**
- 4. Support for Continued FCC Efforts**

Purple Background

- **Full service provider to deaf and hard of hearing community:**
 - Text relay - ~40% of the business
 - Video relay - ~50% of the business
 - Community interpreting and video remote interpreting - ~10% of the business
- **~1,000+ employees and contractors**
- **Market strategy - service quality and product innovation**
- **Streamlined management team and improved processes**
- **Commitment to compliance and transparency**
- **Purple complying with Feb-25 Declaratory ruling – minimal impact on minutes**

Purple's Contributions

Product & Service Innovations

- 1st IP-enabled text relay services
- 1st Macintosh VRS platform
- 1st to distribute real local phone #s
- 1st text/video software combo
- 1st mobile videophone
- 1st iPhone, Sidekick, Blackberry app
- 1st 24/7 Spanish relay services
- 1st video mail on mobile phones
- 1st to demonstrate connection of a 10-digit call.

Advocacy Leadership

- Spanish recognized as a valid service
- Certified Deaf Interpreters recognized as valid for inclusion in annual cost filings
- Outbound interoperability
- Inbound interoperability and real 10-digit numbers.

Perspective on the Industry

Possible Ways to Enhance Stakeholder Communications

- **We ask the FCC to consider regular discussions with all stakeholders.**
Options to consider:
- **Quarterly Stakeholder Meeting in Washington D.C.**
 - Consumer groups, interpreter representatives, providers, CGB staff . Allows for informal exchange of ideas and feedback; increases transparency, might reduce repetitive filings.
- **FCC Site Visits**
 - FCC visits to providers to see and touch a few of the businesses that support the TRS program; meet employees who serve the community daily. See technology innovations in lab environment.

Request for Program Guidance

- Can TRS providers offer their 'dial tone' to state and federal government agencies and have those minutes be reimbursed from the TRS fund?
- Can TRS providers offer their 'dial tone' to corporations and be reimbursed from the TRS fund, provided:
 - No subcontractor relationship exists
 - Services are interoperable and users can select any provider they wish
 - No financial incentives exist
- **Purple respectfully requests the Commission:**
 1. Consider the concerns of Consumers regarding rulemaking processes
 2. Ensure uniform and consistent application of the rules to create a level playing field for providers
 3. Consider a streamlined path for feedback for product or program ideas so when needed, providers can pre-clear programs prior to initiation.

Support for Continued FCC Efforts

- Eliminate fraud and waste
- Ensure a competitive market with consumer choices and fair rates
- Manage changing technologies and industry growth
- Pursue functional equivalence