



May 20, 2010

Ex Parte

Marlene H. Dortch, Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: Amendment of the Commission's Rules Governing Hearing Aid-Compatible Mobile Handsets, Petition of American National Standards Institute Accredited Standards Committee C63 (EMC) ANSI ASC C63®, WT Docket No. 07-250

Dear Ms. Dortch:

On May 19, 2010, Cathy Novelli, David Tom, Josh Tenuta, and Ruben Caballero of Apple Inc., along with Paul Margie and S. Roberts Carter on behalf of Apple, met with representatives from the Wireless Technology Bureau, Consumer and Governmental Affairs Bureau, and Office of Engineering and Technology to discuss accessibility for individuals with disabilities.¹ Apple demonstrated its VoiceOver screen reader technology for the iPhone and iPad. Apple also described how VoiceOver works with applications, and noted that the iPad's iBooks application allows blind and low-vision users to have the same shopping and reading experience as other users.

In addition, Apple described the progress that the company has made in addressing the challenges of creating hearing aid compatible touchscreen GSM phones. Apple noted that the handset and the hearing aid function together as a system, and expressed its dedication to creating the best possible user experience for all consumers. Apple also discussed ways that the FCC, handset manufacturers, carriers, and hearing aid manufacturers could together contribute to improving the transparency of information available to consumers for both mobile phone performance and hearing aid performance. Apple noted that flexible accessibility regulation incents and allows greater innovation, as demonstrated by the introduction of VoiceOver, which raises the bar on visual accessibility on touchscreen devices. Finally, Apple noted that the *de minimis* exception remains critical to innovation and competition in the handset marketplace.

¹ The individual FCC attendees are copied on this letter.

Ms. Marlene H. Dortch

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Pursuant to the Commission's rules, a copy of this notice is being filed electronically in the above-referenced docket. If you require any additional information please contact the undersigned.

Sincerely yours,

/s/ Paul Margie

Paul Margie
Counsel for Apple Inc.

cc: Ruth Milkman
Jane Jackson
Tom Peters
Jeffrey Steinberg
John Borkowski
Jennifer Flynn
Weiren Wang
Karen Peltz Strauss
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