

**Before the
Federal Communications Commission
Washington, DC 20554**

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| _____ |) | |
| In the Matter of |) | |
| |) | |
| Dell Inc. |) | |
| LG Electronics USA, Inc. |) | |
| Hauppauge Computer Works, Inc. |) | MB Docket No. 10-111 |
| |) | |
| Petitions for Waiver of Section 15.117 |) | |
| Of the Commission's Rules to Permit the |) | |
| Marketing of Digital-Only Television Receivers |) | |
| Designed to Provide Mobile Television Reception |) | |
| _____ |) | |

**COMMENTS OF THE CONSUMER ELECTRONICS ASSOCIATION
IN SUPPORT OF PETITIONS FOR WAIVER**

The Consumer Electronics Association (“CEA”) respectfully submits these comments in response to the Media Bureau’s Public Notice¹ seeking comment on the two petitions for waiver of 47 C.F.R. § 15.117 (the “Petitions”) submitted by (1) Dell Inc. and LG Electronics USA, Inc. and (2) Hauppauge Computer Works, Inc. (collectively, the “CE Petitioners”). The Petitions seek a limited waiver of Section 15.117 of the Commission’s rules to allow the CE Petitioners, and any other similarly situated manufacturers, to manufacture, import, market and sell mobile digital television (“DTV”) receivers that do not include NTSC analog television tuners. As set forth in the Petitions, because the targeted waiver sought will serve the public interest and will not cause any

¹ Public Notice, *Expedited Comment Dates Established for Requests for Waiver of Certain TV Tuner Requirements in Order to Import and Distribute Mobile DTV Receivers Without Analog Tuners*, DA 10-873 (rel. May 20, 2010).

countervailing public interest harms, the Commission should grant the Petitions expeditiously.

CEA's more than 2,000 member companies include the world's leading consumer electronics manufacturers, including the leading companies developing consumer products for the new A/153 ATSC Mobile DTV Standard ("A/153"). CEA members design, manufacture, distribute and sell a wide range of consumer products including television receivers and monitors, computers, computer television tuner cards, digital video recorders, game devices, navigation devices, music players, telephones, radios, and products that combine a variety of these features and pair them with services – all as chosen by consumers in an open marketplace.

Mobile DTV broadcasting is an exciting new service that allows consumers to access and view digital television content seamlessly while "on the go." With battery-powered mobile and handheld devices utilizing the A/153 standard, consumers will have convenient access to broadcasters' local DTV programming – including live, local news, traffic information, weather, sporting events or entertainment programs – wherever they may be and without being tethered to an electrical outlet. Given the strong consumer demand for mobile video content, consumer electronics manufacturers are anxious to begin introducing a variety of portable and handheld devices – including cellphones, PDAs, netbooks, laptops, and automotive (in-vehicle) receivers – incorporating A/153 mobile tuners by the 2010 holiday season.

The requested waiver will serve the public interest by facilitating the rapid deployment of lightweight and portable battery-powered devices incorporating the mobile DTV technology that consumers so clearly desire. In addition to responding to

consumer demand for viewing video programming anywhere and at any time, these innovative devices will be useful for receiving digital television signals during emergencies when AC power is largely unavailable. As detailed in the Petitions, the inclusion of analog tuners in mobile devices would only serve to complicate the manufacture of the devices, slow their introduction to the marketplace and increase their costs to the consumer without any offsetting consumer benefit. Given the poor reception quality of analog technology in a mobile device and the ever-diminishing number of analog-only low power television (“LPTV”) and television translator stations, the inclusion of analog tuners in mobile DTV devices simply adds cost to the devices without providing any added value to consumers. Grant of the requested waiver will not result in any loss of television service to consumers who view analog-only LPTV or translator stations as these viewers will continue to have access to such stations via conventional “non-mobile” television receivers. These devices will be marketed specifically as “Mobile DTV Receivers,” with little or no consumer expectation of analog TV reception. Accordingly, CEA believes that a label explaining that they do not receive analog signals is unnecessary.

CEA submits that the universe of mobile devices subject to the requested waiver be limited to devices that, as suggested by the Petitioners, (i) are capable of receiving mobile DTV transmissions using the A/153 standard or, at the manufacturer’s option, receiving mobile DTV transmissions made using the A/153 standard *and* conventional DTV transmissions using the A/53 ATSC DTV Standard; (ii) are primarily powered by batteries (including a power supply onboard a vehicle); and (iii) are designed for nomadic transient use. This definition is more than sufficient to distinguish the devices subject to

the waiver from conventional televisions that are otherwise required to receive analog and digital broadcasts.

The Petitions present the Commission with an opportunity to advance significantly the development of a new service that consumers are anxious to embrace. Accordingly, as set forth herein, CEA supports the limited waiver of Section 15.117 as requested by the CE Petitioners and urges the Commission to approve expeditiously the requested waiver.

Respectfully submitted,

**CONSUMER ELECTRONICS
ASSOCIATION**

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