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July 2, 2010

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VIA ELECTRONIC FILING

Marlene H. Dortch
Federal Communications Commission
445 Twelfth Street, SW
Washington, DC 20554

Re: Ex Parte Notification
MB Docket No. 10-111

Dear Ms. Dortch:

On Thursday, July 1, 2010, on behalf of Dell Inc. ("Dell") and LG Electronics USA, Inc. ("LG"), the undersigned spoke via telephone to Eloise Gore and Lyle Elder of the FCC's Media Bureau regarding whether, as a condition to the waiver requested in the above-referenced docket, "responsible parties" as defined in Section 2.909 of the FCC's rules must provide notice to consumers regarding the broadcast tuning capabilities of mobile devices subject to the waiver.

I advised that given the various marketing methods used for the devices potentially subject to the waiver, responsible parties should be given flexibility to determine the most appropriate means by which any required notice is conveyed to consumers. In this regard, responsible parties should be allowed to provide the notice through any one or more of the following means: (i) a label affixed to the mobile device's packaging; (ii) if the device is sold without packaging, a sticker (removable or permanent) affixed to the device itself; or (iii) a notice displayed on a web page in which the device is sold.

I also advised that given the fact that many of the devices potentially subject to the waiver are small (for example, cellphones) and there is not unlimited space on either the device's packaging or the device itself, the required notice must be short and concise. In this regard, Dell and LG suggest that the following alternatives are sufficient to notify consumers of a mobile device's broadcast tuning capabilities:

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For devices that include only an ATSC A/153 tuner:

Receives only mobile DTV broadcasts.

OR

Receives only stations broadcasting mobile DTV.

For devices that include both an
ATSC A/153 tuner and an ATSC A/53 tuner:

Receives only DTV & mobile DTV broadcasts.

OR

Can't receive analog low power TV.

This letter is being provided to your office in accordance with Section 1.1206 of the Commission's rules. A copy of this letter has been delivered by e-mail to the parties listed below.

Please direct any questions regarding this notice to the undersigned.

Respectfully submitted,



John M. Burgett

cc: Eloise Gore
Lyle Elder