

February 13, 2012

VIA ECFS

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

Re: Real Simple Software, Inc. Notice of Ex Parte Communication: *In the Matter of the Basic Service Tier Encryption; Compatibility Between Cable Systems and Consumer Electronics Equipment*, MB Doc. No. 11-169, PP Doc. No. 00-67

Dear Ms. Dortch:

On February 13, 2012, representatives of Really Simple Software, Inc. ("RSS") participated in a telephone conference call with members of the Commission's Media Bureau regarding the above-referenced proceedings. In attendance were Mark Ely and Paul Norris on behalf of RSS, and William Lake, Michelle Carey, Alison Neplokh, Mary Beth Murphy, Steven Broeckaert, John Gabrysch and Brendan Murray of the Media Bureau.

During the meeting, RSS described its Simple.TV network-attached DVR product, which includes an HDTV tuner that records to a hard drive, and which enables consumers to capture and stream live television and online content to connected TVs, mobile phones, tablets, and other devices, including the Roku player and Boxee Box. RSS noted that it had specially engineered Simple.TV to work with unencrypted Clear QAM basic cable, and that its target customers include basic cable consumers without set-top boxes ("STBs"), consumers with premium cable service who wish to "shave the cord" and use the Simple.TV product with Clear QAM or, where available, ATSC broadcast television signals, and others looking for an alternative to leasing STBs from cable companies. Simple.TV recently debuted at the 2012 International Consumer Electronics Show ("CES"), where it won the 2012 CES Best of Show Award for Home Entertainment. Simple.TV is slated for first customer shipments in the Spring of 2012.

RSS expressed its concern that eliminating unencrypted Clear QAM and requiring cable subscribers to rent industry-provided STBs to decode encrypted basic cable signals would adversely impact the market for Simple.TV, impair RSS's business as well as the businesses of other companies offering innovative Clear QAM based products, and reduce the number of choices available to consumers. RSS indicated that, while it was still in start-up mode and did not yet have detailed customer data, preliminary indications were that a substantial portion of its prospective customer base currently relied upon, or planned in the future to rely upon, unencrypted Clear QAM signals.

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Representatives of the Commission and RSS additionally discussed the impact of a December 2012 requirement that STBs support an open industry standard based on DLNA with DTCP encryption. RSS expressed its general support for open industry standards, and stated that it would welcome the opportunity to review the specifications for the proposed requirement when they were ready. RSS indicated that that pending such review it had no specific objections, but that it would be interested in understanding more about the engineering required for compliance, certification and approval processes, and the timing of the standard's roll out. RSS further noted that this approach might not offer the flexibility sought by consumers who were seeking to avoid STBs altogether.

Pursuant to the Commission's rules, this notice is being filed in the above-referenced dockets for inclusion in the public record.

Respectfully submitted,

REAL SIMPLE SOFTWARE, INC.

/s/ Mark Ely

Mark Ely
President & CEO

cc: William Lake
Michelle Carey
Alison Neplokh
Mary Beth Murphy
Steven Broeckaert
John Gabrysch
Brendan Murray