

March 9, 2012

**VIA ELECTRONIC DELIVERY**

Marlene H. Dortch, Secretary  
Federal Communications Commission  
445 12th Street, SW  
Room TWA325  
Washington, DC 20554

**Re: *Notice of Ex Parte Presentation  
Facilitating the Deployment of Text-to-911 and Other Next Generation 911  
Applications, PS Docket No. 11-153; Framework for Next Generation 911  
Deployment, PS Docket No. 10-255***

Dear Ms. Dortch:

On Wednesday, March 7, 2012, OnStar, LLC (“OnStar”) representatives Teresa Holderer, Thomas Jeffers, Harry Lightsey, Cathy McCormick, Ron Fraser, and Sanjay Khunger met with Henning Schulzrinne, FCC Chief Technology Officer; David Furth, Erika Olsen, John Healy, Patrick Donovan, Jerome Stanshine, David Siehl, and Aaron Garza of the Public Safety and Homeland Security Bureau; Karen Peltz Strauss and Cheryl King of the Consumer and Governmental Affairs Bureau; and Sean Lev of the Office of General Counsel.

The OnStar representatives provided an overview of OnStar’s services, as discussed in the attached slides that were distributed at the meeting. The representatives also highlighted OnStar’s automatic crash response, emergency medical dispatch, and crisis assist services, along with other call center activities.

Pursuant to Section 1.1206(b) of the Commission's rules, I am filing this notice electronically in the above-referenced dockets. Please contact me directly with any questions.

Respectfully submitted,

*/s/ Ari Q. Fitzgerald*

Ari Q. Fitzgerald  
Counsel to OnStar, LLC  
Partner  
ari.fitzgerald@hoganlovells.com  
D 1+ 202 637 5423

cc: Henning Schulzrinne  
David Furth  
Erika Olsen  
John Healy  
Patrick Donovan  
Jerome Stanshine  
David Siehl  
Aaron Garza  
Karen Peltz Strauss  
Cheryl King  
Sean Lev

# OnStar Overview

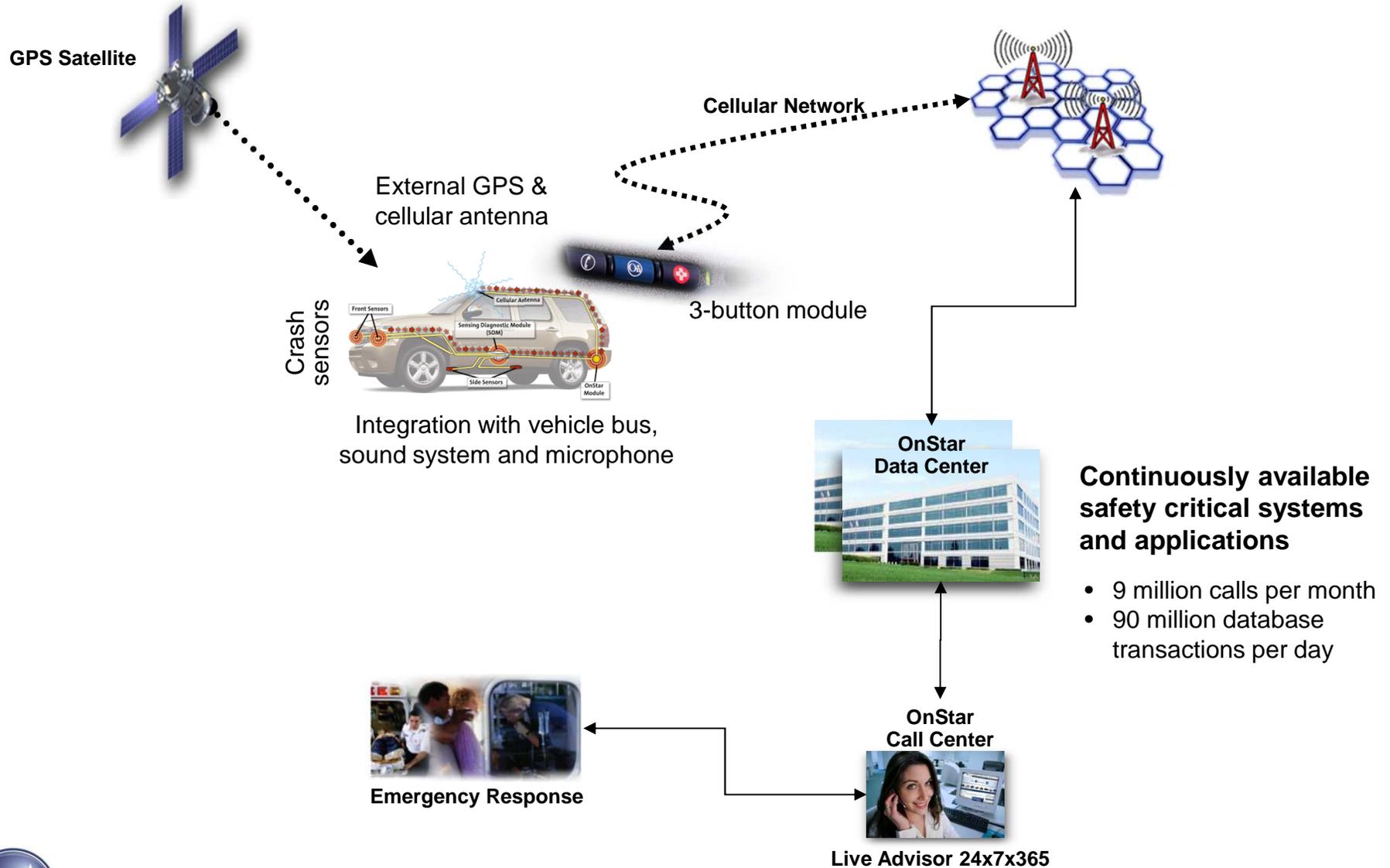


# What is OnStar?

- In-vehicle safety, security and information services system offering 24-hour access to live assistance
- Launched in North America in 1996 on Cadillacs
- Launched in China in Dec 2009
- Over 6 million active subscribers
- Over 430 million customer interactions to date
- OnStar FMV launched summer 2011



# How OnStar works?



# Key OnStar Services

## MONTHLY INTERACTIONS



**Automatic Crash Response**  
*2,900/month*



**Emergency Service**  
*10,000/month*



**Good Samaritan**  
*6,800/month*



**Stolen Vehicle Assistance**  
*410/month*



**Remote Door Unlock**  
*57,600/month*



**Roadside Assistance**  
*26,600/month*



**Turn-by-Turn Routes Delivered\***  
*Over 2.1 million routes / month*



**OnStar Vehicle Diagnostics**  
*Over 4.0 million emails / month*



**On-Demand Diagnostics**  
*55,700/month*



**OnStar Hands-Free Calling**  
*20 million calls / month*  
**OnStar RemoteLink App**  
*Over 1.4 million requests*



**One Very Hardworking Button**  
*>446 million Service Interactions to-date*

\* Includes Advisor and TBT delivered routes

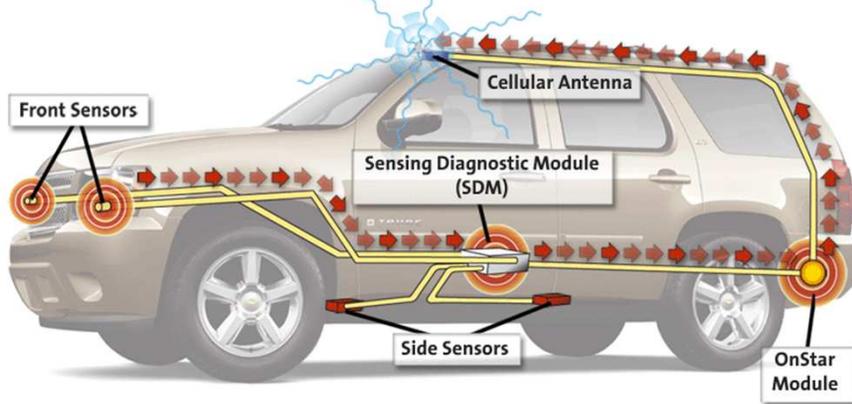


*3 Month Rolling Average (Nov '11 – Jan '12)*

*U.S. and Canada*

# Automatic Crash Response System

## OnStar's Next-Generation "Digital Crash Signature" Continues to Define the Category



Sensors create a protective 360° circle to capture crash data instantaneously

On a crash, ACR sends crucial information to the OnStar Advisor that is used by the 911 dispatcher to determine the right emergency responder team to dispatch

AACN Status	
Air Bag Status	Front Deployed
Maximum Reported Delta V	32 mph/51 km/h from the Front
Direction of Impact	Front
Multiple Impacts	Yes
Rollover Status	Rollover

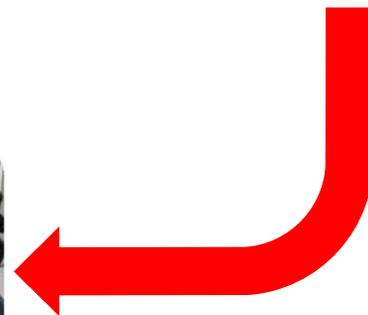


# OnStar now provides EMD using MPDS Protocol



Advisor 2 EMD

Advisor 1  
Bridges Advisor 2 with  
customer then calls PSAP



Advisor 1  
Able to bridge  
customer/Advisor 2  
and PSAP, if PSAP desires



Public Safety  
Answering Point



# Crisis Assist

## **Assistance in wide scale crises like hurricane, tornado, earthquake...**

- OnStar Command Center monitors events in the U.S. and Canada and alerts Advisors to wide scale emergency situations
- During a crisis, OnStar opens its services to all affected subscribers regardless of their service plans
- Provides services like:
  - Routing help out of crisis area
  - Contacting and/or locating loved ones
  - Medical assistance
  - Information regarding permission to re-enter area
  - Routing assistance back home
  - Hotel reservations
  - Location of Hospitals
  - Disaster relief aid

