

Brian J. Raymond

Director
Technology Policy

March 12, 2012

The Honorable Julius Genachowski, Chairman
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

Re: WT Docket No. 12-4. AWS licenses from SpectrumCo, LLC and Cox TMI Wireless to Cellco Partnership d/b/a Verizon Wireless

Dear Mr. Chairman:

On behalf of the 12,000 members of the National Association of Manufacturers (NAM), the largest manufacturing association in the United States representing manufacturers in every industrial sector and in all 50 states, we submit these reply comments in the matter of the proposed assignments of Advanced Wireless Services (AWS) licenses from SpectrumCo, LLC and Cox TMI Wireless to Cellco Partnership d/b/a Verizon Wireless.

Manufacturers have become increasingly dependent on the wireless Internet and advanced telecommunication devices in their daily operations to connect with customers, employees, suppliers, and valued partners. Specifically, manufacturers use smartphones, tablets, GPS receivers and similar wireless devices and technologies to track production and inventory, to provide online learning tools to employees, and to assist all aspects of customer service operations from ordering to final delivery of a product. For these devices and the systems on which they run, wireless networks need to be robust and reliable to benefit manufacturers and consumers alike.

The NAM strongly supports the actions by the FCC to address the increasing demand for broadband and the wireless technology it supports. The NAM does not have a position on this specific transaction but does encourage you to consider the positive impact that reliable and efficient communication and technology networks have on manufacturers and their ability to grow their businesses and create jobs.

The availability of wireless spectrum directly correlates with the tools manufacturers use to run their companies and the products they create. As manufacturers leading the economic recovery, we urge you to take all necessary steps to leverage underutilized spectrum to address current broadband capacity constraints.

Sincerely,



Brian J. Raymond
Director, Technology Policy