

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

In the Matter of)
)
Telecommunications Industry Association -)
In the Matter of Request for the Allowance) RM 11673
of Optional Electronic Labeling for)
Wireless Devices)

INTRODUCTION

The Information Technology Industry Council (ITI)¹ is pleased to provide the following comments on the TIA petition to allow electronic labeling of products.

DISCUSSION

The Telecommunications Industry Association has petitioned the FCC to allow “for the non-exclusive option of electronic labeling.” TIA goes on to say that e-labeling must be optional, “as there will be cases where keeping the existing physical label will be necessary, such as for non-display products and radios.” They point out that a growing number of regulators require markings on mobile phones and that this presents a challenge to manufacturers due to the limited space on products for these labels. We would point out that our experience in the IT world parallels the experiences noted by TIA and we support their request. We feel, however, that the TIA request does not go far

¹ ITI represents the nation’s leading information technology companies, including computer hardware and software, Internet services, and wireline and wireless networking companies. ITI is the voice of the high tech community, advocating policies that advance U.S. leadership in technology and innovation, open access to new and emerging markets, support e-commerce expansion, protect consumer choice and enhance global competition.

enough and the scope of products covered by the requested allowance of electronic labeling should be increased to include all Part 15 devices, as well.

RECOMMENDATION

ITI requests the FCC to allow the option for devices with built-in displays to display the FCC labels electronically on the display. ITI understands that the Commission is reviewing electronic labeling for Non SDR and Non Module products. Electronic user manuals are currently being allowed to reduce the cost and impact to the environment. Many products are being designed to be sold throughout the world increasing the number of labels and at the same time the size of the products is decreasing. Given this trend, e-labeling is certainly a benefit for smaller products. However, e-labeling would benefit all products capable of e-display.

Small physical size and increasing regulatory agency approvals for global products necessitate seeking alternative solutions to communicate regulatory approvals. While this TIA solution allowing for optional labeling on devices with displays is a practical alternative solution it is not the only potential electronic labeling option the FCC should be receptive to investigating and embracing. Electronic labeling could also be accomplished via use of RFID tag, QR Code or Smart Tag are alternative methods that may deliver enhanced product regulatory content without need to power the device and read display. The FCC can show global leadership on regulatory labeling through

development of standards for industry that would allow different forms of electronic labeling.²

ITI believes that the information to access the labeling could be provided in the user manual or quick start up guide or if the manual is in electronic form in a conspicuous location near the beginning of the guide or manual. ITI believes that if there is consistency in the use and the guidance for access to this information the FCC and consumers will be able to access the information and in some cases it will be less of a burden than some of the small, hard to find, permanent labels currently being used.

CONCLUSION

ITI supports the petition for rulemaking by TIA and urges the Commission to initiate a rulemaking proceeding on this topic. As explained herein, however, ITI requests that the scope be expanded to allow electronic labeling of Part 15 devices, as well. We thank you for this opportunity to comment.

Dated: October 3, 2012

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² We would also note that Industry Canada has recently made changes to its rules to allow for the electronic labeling of products: *The label shall be permanently affixed to the ITE or displayed electronically and its text must be clearly legible. When the dimension of the device is too small or it is otherwise not practical to place the label on the ITE, the label shall be placed in a prominent location in the user manual supplied with the ITE. The user manual may be in an electronic format and must be readily available.* ICES-003, Issue 5, p.9 August 2012. (emphasis added)