



Ex Parte VIA ECFS

18 December 2013

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
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 Deployment, PS Docket No. 10-255

Dear Ms. Dortch:

On 18 December 2013, on behalf of MediaFriends Inc., I had a telephone discussion about the above referenced proceedings with Henning Schulzrinne, CTO.

We discussed the issues and challenges associated with implementing SMS911 functionality when a person wants to send an SMS text message to 911 for emergency services, using next generation OTT messaging services and carrier based messaging services.

The challenges of security, pass through, interconnection with native carrier 911 services, costs associated with possible changes to accommodate and geo-location issues were discussed.

MediaFriends implemented an SMS911 bounce back function in 2012 as part of a larger effort to support SMS911 in its architecture in preparation of market desires for SMS911 services based on a 'cloud' product architecture to facilitate the greatest flexibility for future enhancements. The architectural underpinnings positions MediaFriends to efficiently and expeditiously conform with directives regarding SMS 911 requirements and serves the public interest.

MediaFriends Inc. has devoted enormous intellectual capital, financial resources and industry education into development of its technology and resultant products. It has expressed its willingness to provide additional information that would assist the FCC in this regard.

Pursuant to the Commission's rules, this notice is being filed for inclusion in the public record. Please contact me should you have any questions.

Regards,

Gene Lew
Chief Technology Officer for MediaFriends, Inc.