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May 29, 2008

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**VIA ELECTRONIC FILING**

Marlene H. Dortch  
Secretary  
Federal Communications Commission  
Office of the Secretary  
445 12<sup>th</sup> Street, S.W.  
Washington, D.C. 20554

Re: PS Docket No. 07-287  
*Ex Parte* Presentation

Dear Ms. Dortch:

On May 28, 2008, representatives from the Alliance for Telecommunications Industry Solutions (ATIS) Wireless Technologies and Systems Committee (WTSC) met with representatives from the Federal Communications Commission's Communications Systems Analysis Division (CSAD) of the Public Safety and Homeland Security Bureau (PSHSB). The purpose of the meeting was to make the FCC aware of the ATIS-led standards development work related to implementing a commercial mobile alert system consistent with the recommendations of the Commercial Mobile Service Alert Advisory Committee and the FCC's *First Report and Order* in the above-referenced docket.

In attendance, representing the CSAD were: Jeffrey Goldthorp, Division Chief; Jean Anne Collins, Deputy Chief; Richard Hovey, Senior Engineer; Paul Marrangoni, Senior Engineer; Walter Johnston, Senior Engineer; and Gregory Cooke, Legal Counsel.

The individuals representing the ATIS WTSC at this meeting were: Jim Bugel, Assistant Vice President, Federal Regulatory, AT&T Services, Inc.; Maria Estefania, Vice President, Standards Development, ATIS; Deirdre Cheek, Attorney, ATIS; and Thomas Goode, General Counsel, ATIS. ATIS WTSC members participating by conference call were: Brian Daly, Director, Wireless System & Core Standards Network Architecture, AT&T Services, Inc.; DeWayne A. Sennett, Principal Member of Technical Staff, Wireless System & Core Network Architecture, AT&T Services, Inc.; and Peter Musgrove, Principal Member of Technical Staff, Wireless System & Core Network Architecture, AT&T Services, Inc.

***Standards that Drive the Business of Communications***

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The discussion at the meeting was consistent with the presentation that is enclosed with this letter. Pursuant to Section 1.1206(b)(2) of the Commission's rules, one copy of this letter is being filed electronically for inclusion in the public record of the above-referenced proceeding.

Sincerely,

A handwritten signature in cursive script, appearing to read "Deirdre Y. Cheek".

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Deirdre Y. Cheek  
Attorney

Enclosure

Alliance for Telecommunications Industry Solutions'

# Wireless Technologies and Systems Committee (WTSC)

## Commercial Mobile Alert System (CMAS) Standards

# Agenda

- Background
- Overview of CMAS Standards Work Underway
- Proposed Technical Architecture for CMAS Standards Work Underway
- Stakeholder involvement in CMAS Standards Work

# BACKGROUND – ATIS

- ATIS is committed to providing leadership for, and the rapid development and promotion of, worldwide technical and operations standards for information, entertainment and communications technologies using a pragmatic, flexible and open approach.
- Over 1,100 industry professionals from more than 350 communications companies actively participate in ATIS' 22 industry committees and incubator solutions programs.
- ATIS is an Organizational Partner in the Third Generation Partnership Project (3GPP), a federation of regional standards development organizations (SDOs) aimed at evolving GSM/UMTS specifications to 3G and beyond.
- ATIS' membership spans all segments of the industry, including:
  - Local exchange carriers
  - Interexchange carriers
  - Data local exchange carriers
  - Wireless providers
  - Wireless equipment manufacturers
  - Commercial mobile service providers
  - Broadband providers
  - Software developers
  - Internet service providers
  - Multimedia providers

# BACKGROUND – ATIS WTSC

- ATIS WTSC coordinates, develops and recommends standards relating to wireless and mobile telecommunications networks.
- WTSC is the primary ATIS committee involved in the work of the Third Generation Partnership Project (3GPP).
- WTSC, in collaboration with other ATIS committees and external SDOs, develops joint standards on issues common to wireless and wireline networks and services.

# Background – CMAS Timeline

## October 2006

- Congress enacted into law the “Warning, Alert and Response Act” (WARN Act), which requires that the FCC enable commercial mobile service providers to transmit emergency alerts to their subscribers on a voluntary basis.

## December 2006

- The Commercial Mobile Service Alert Advisory Committee (CMSAAC), an FCC advisory group established to develop system critical recommendations for CMAS pursuant to the WARN Act, held its first meeting. ATIS served as a member of the CMSAAC.

## October 2007

- CMSAAC released its technical recommendations for CMAS to the FCC.

## November 2007

- WTSC approved two new Issues, including two new joint deliverables and one WTSC-only deliverable, in support of CMAS per the CMSAAC recommendations.
- WTSC held an initial preparatory meeting with TIA to review the joint Issue, timeline, and deliverables related to the Joint ATIS/TIA standards.

## January 2008

- First Joint ATIS/TIA meeting to begin work on CMAS standards being jointly developed.

## April 2008

- FCC released *First Report and Order* adopting rules for the CMAS implementation based on CMSAAC recommendations.

## September 2008

- Commercial Mobile Service Providers required to make election regarding the transmission of emergency alerts.
- Stable drafts available for WTSC-only and Joint ATIS/TIA standards.

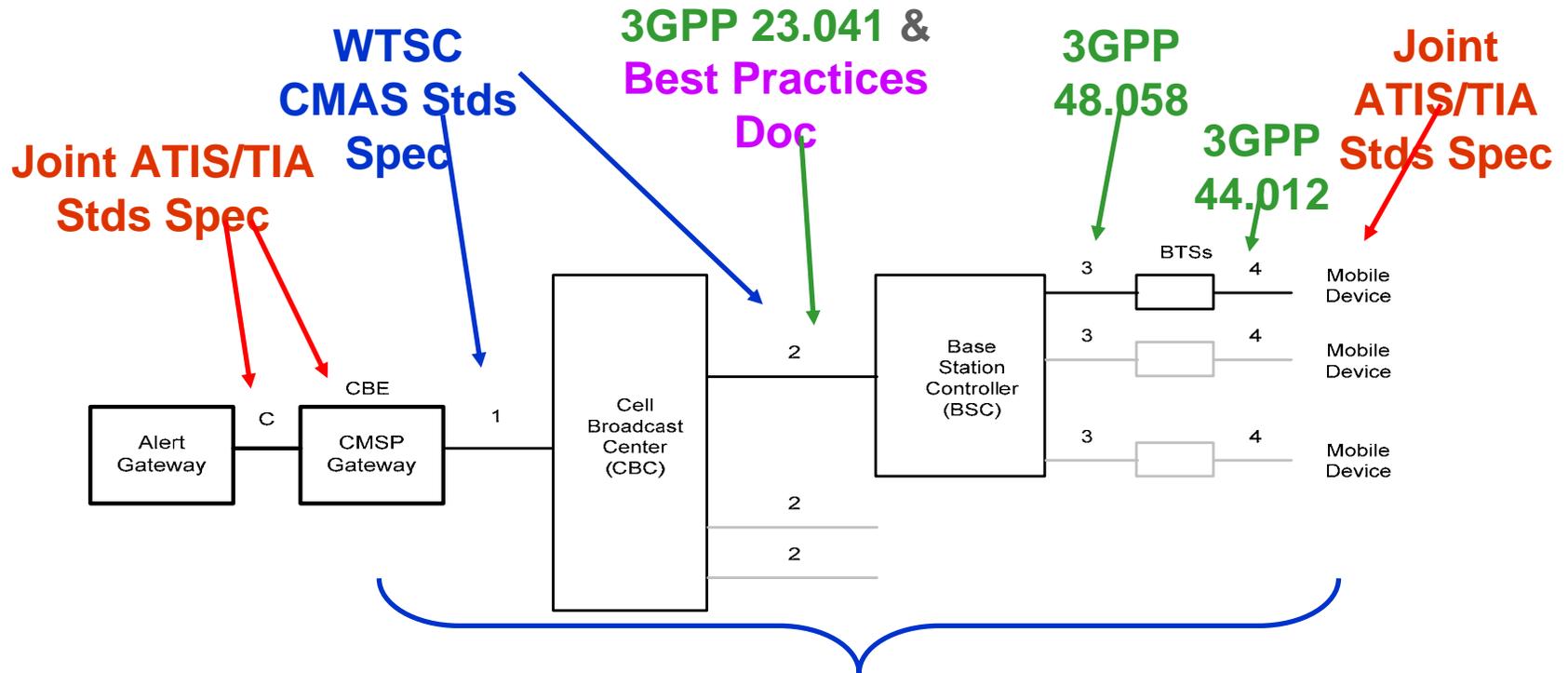
# Key Characteristics Considered in Support of CMAS Implementation

- Consistent with the FCC, the ATIS CMAS standards are being developed based on the following key characteristics:
  - CMAS has to account for all mobile device types & subscriptions
    - Simple, non-data capable, low end devices
    - Smart, high-end devices
  - Common Alerting Protocol is not delivered to the mobile device due to technical limitations on the air interface
  - CMAS alert is intended to get the attention of a person
    - The person can then seek out other media for confirmation of the alert and more information.
  - Technology-neutral service profiles for emergency alerts
    - Text
    - Streaming Audio (future capability)
    - Streaming Video (future capability)
    - Downloaded Multimedia Profile (future capability)

# ATIS-Led CMAS Standards Underway

- Joint ATIS/TIA CMAS Standards Development
  - Specification of “C” interface between government Alert Gateway & CMSP Gateway
  - Specification of mobile device behavior for CMAS functionality
  - These specifications are technology neutral
- WTSC’s *CMAS via GSM/UMTS Cell Broadcast Service Specification*
  - Specification for Reference Point E between CMSP infrastructure and mobile device
  - This specification is in support of GSM/UMTS
- All specifications targeted to be published by November 2008

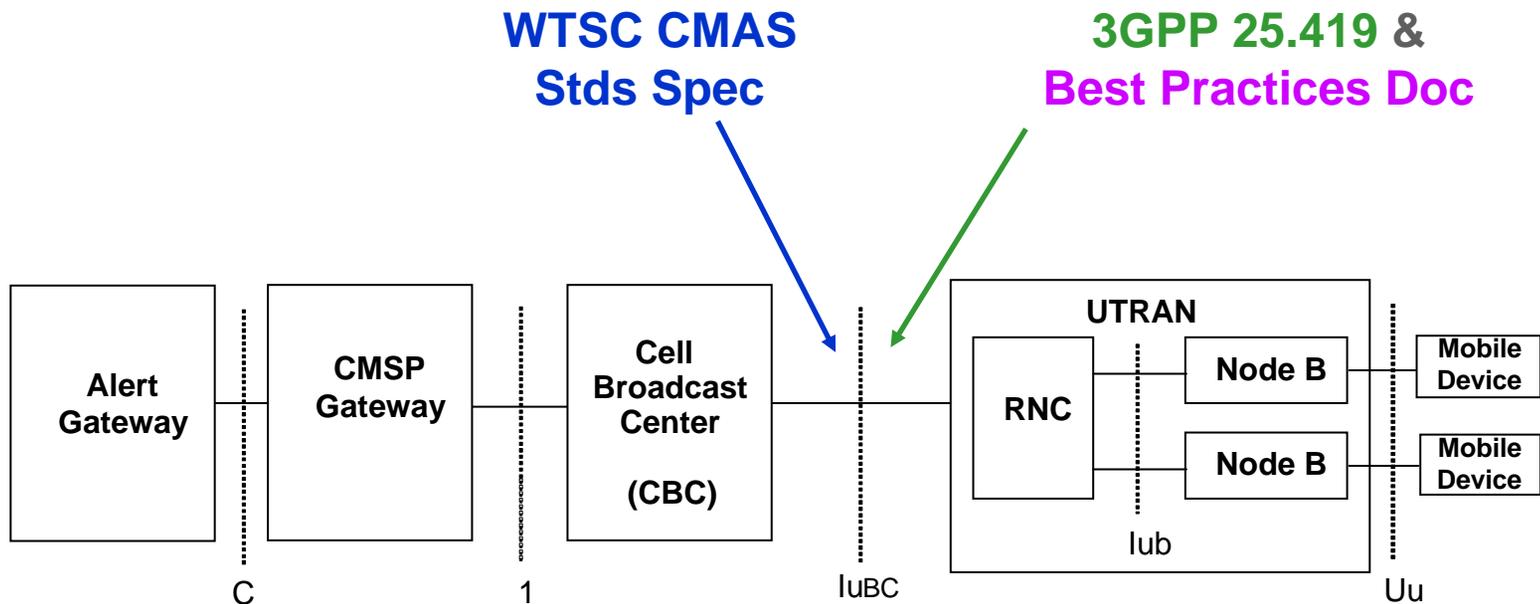
# GSM CMAS Cell Broadcast Architecture



**CMAS Cell Broadcast Message Defined in  
WTSC CMAS Stds Spec**

# UMTS CMAS Cell Broadcast Architecture

Specification same as for GSM CMAS Cell Broadcast Architecture except as noted below:



# Stakeholder Involvement in Joint CMAS Standards Work

- Critical to the timely advancement of the Joint ATIS/TIA CMAS standard is key governmental stakeholder involvement.
  - It is desirable that parties representing both sides of the interface participate in the development of the interface protocol.
- Governmental stakeholders, namely those who can represent the Alert Gateway standardization interests, are invited to attend and provide input into the Joint ATIS/TIA standards meetings.
- The next Joint ATIS/TIA Standard meetings are scheduled as follows:
  - June 2, 12:00 Noon EDT (Conf. Call w/ virtual meeting)
  - June 9, 1:00 p.m. EDT (Conf. Call w/ virtual meeting)
  - June 13, 10:00 a.m. EDT (Conf. Call w/ virtual meeting)
  - June 25, 10:00 a.m. EDT (Conf. Call w/ virtual meeting)
  - July 9, 12:00 Noon EDT (Conf. Call w/ virtual meeting)
  - August 6-7, San Diego, CA
  - October 21-22, Letter ballot comment resolution meeting, Phoenix, Arizona

*(Please note that these dates are subject to change.)*

# Questions or Comment

Please direct any inquires regarding ATIS' CMAS work to:

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