

Supplemental Exhibit Limited Market Studies

Dell plans to conduct its limited market studies through feedback obtained from its customers. The receivers at issue are not to be sold directly to the public. Instead, the receivers are to be sold to Dell commercial customers who, as a result of the tests they are to conduct, will be able to provide feedback as to such issues as the field performance of the receivers, acceptability of the user interface, consumer expectations and acceptability of possible prices (e.g. “Would you be willing to pay _____ for this device, provided that it includes DTV/MDTV reception capability?”), consumer use data (hours per day of viewing, principle reasons for viewing, reasons for stopping viewing), and perceived value of the service.

Half of the proposed units will be sold to a major multi-channel video programming provider for use in a test in which the provider will make the receivers available to selected consumers who agree to participate in the test. The others are to be made available for sale to broadcast television transmission equipment makers who will provide them to broadcast stations for demonstration and consumer feedback purposes in connection with the launch of mobile television service this summer. In both cases, a condition of Dell’s sale will be to provide Dell feedback that will assist Dell in both product design and marketing, including being able to set initial prices should the Commission agree ultimately to permit the widespread marketing of portable receivers without analog tuners that are designed for on-the-go reception and are powered primarily from batteries.

As shipped the receivers will be clearly noted as being made available under special temporary FCC authority and would-be users will be informed that the receivers do not contain analog reception capability.