

From: "Tomlinson, Dan" <Dan.Tomlinson@TripointGlobal.com>
To: "chuie@fcc.gov" <chuie@fcc.gov>
Date: Friday, April 28, 2000 10:50:37 AM
Subject: Response to request for additional information regarding RSI STA application 0127-EX-ST-2000

Subject: Response to your request for additional information regarding our request for authorization to operate 1,000 low power transmitters under STA application 0127-EX-ST-2000

Dear Mr. Huie;

I understand that the Government has requested that we explain why we require 1,000 transmitters to validate our limited market study rather than some lower number. Please see the explanation provided below.

These transmitters are a component of a system that is intended to enable theme park guests to identify the location of their children and other members of their group. We propose to provide this capability as a service to the theme park customer. In addition to the transmitters, the system consists of an array of special purpose receiving antennas and computers that enables us to determine the location of each transmitter by using the time-difference-of-arrival of each transmission at each antenna. The majority of the costs of providing the service are associated with operations and installation of this infrastructure and not with the cost of the transmitters. In order to validate that the market is viable we must demonstrate that there is sufficient customer interest in the system(s) to enable us to recover these fixed infrastructure and operations costs.

Our basic market focus is on providing this service to the 50 largest theme parks in the United States. These top 50 theme parks average more than 2 million guests per year. They are household names, Disney, Universal Studios, Sea World and others. We selected a single relatively small water park, Hyland Hills Water World, to perform the study. Hyland Hills Water World averages approximately 400 thousand guests per summer season, or between 4,000 and 6,000 guests per day.

In order to convince our investors that we have a viable market plan, we must demonstrate that we can achieve sufficient customer participation to recover the infrastructure and operating costs in a reasonable period of time. We believe that 1,000 transmitters are the bare minimum number that we can provide to this facility to demonstrate that there is sufficient customer interest to justify proceeding with the initiative to introduce the service into some or all of the larger theme parks.

We will retain ownership of these 1 mW transmitters and they will be returned to our possession at the end of each day.

Should you have any questions please feel free to call me at (301) 428-2624.

Sincerely,

Dan Tomlinson
Business Operations Manager
RSI

From: Carl Huie
To: James Burtle
Date: 4/28/00 10:53AM
Subject: Fwd: Response to request for additional information regarding RSI STA application 0127-EX-ST-2000

Is this what you want?

From: "Tomlinson, Dan" <Dan.Tomlinson@TripointGlobal.com>
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