

From: Steve Lee

To: Doug Young

Date: November 14, 2018

Subject: Request for Info - File # 1797-EX-ST-2018

---

Message:

Applicant: Semtech Corporation

File Number: 1797-EX-ST-2018

Correspondence Reference Number: 44582

Date of Original Email: 10/18/2018

Hi Doug,

Thank you very much for your response.

We understand your concern that 50k units is a large number for deployment in a proof of concept. Upon further research we believe 10k units is the smallest sample size that would allow us to demonstrate the viability of our solution. Please note that a typical release within the publishing industry would involve at least a million devices per advertisement. Given we are still in the proof of concept stage, we were able to scale it down to 10k devices while still gathering sufficient statistical data to satisfy our target clients.

In this trial, the 10k devices will only be distributed by one single magazine publisher to known subscribers in the Philadelphia and San Francisco metropolitan areas (Denver and Chicago removed). None of these magazines is sold or distributed to the general public. Device programming and the system protocol ensures that each device can transmit no more than 1000 packets of 400ms duration (max) over a period of 60 days before the device ceases to operate. Based on the above conditions, the effective duty cycle would be about 0.0077%. As these devices will be in compliance with FCC Part 15.247 (hybrid mode, operating frequency 902-904MHz), the power spectral density has been verified to be less than 8dBm/3kHz.

We would like to emphasize that due to the high spreading factor of our digital modulation, potential interference to neighboring technologies is extremely low.

Lastly, please note that we are actively working to acquire the full FCC certification of the final product. However, due to tight schedule we would like to request for this temporary authorization.

Thank you for your consideration,

Steve Lee

N.A. Applications Manager

Wireless & Sensing Products

Office: 408-324-3332

Mobile: 408-314-7467