



CONFIDENTIALITY REQUEST

Federal Communications Commission
7435 Oakland Mills Road
Columbia MD 21046

Subject: Request for Confidentiality
FCC ID: BCG-A3184

To Whom It May Concern:

Pursuant to the provisions of Sections 0.457(d) and 0.459 of the Commission's rules (47 CFR §§ 0.457, 0.459), Apple Inc. hereby requests confidential treatment for documents filed with the Commission in connection with the application for equipment authorization referenced above. Apple Inc. requests that the Commission withholds the following documents from public viewing indefinitely:

Long Term Confidentiality

Schematic Diagram
Block Diagram
Theory of Operation

These documents reveal detailed technical and design information that is protected by Apple Inc. as confidential and proprietary trade secrets. This information has been disclosed to those required to maintain its confidentiality, and is not customarily disclosed to the public even after commercial release of a device. As a result, disclosure of this information by the Commission would harm Apple Inc. by giving competitors an unfair advantage even after commercial release of the device.

In addition to the above mentioned documents, pursuant to Public Notice DA 04-1705 of the Commission's policy, in order to comply with the marketing regulations in 47 CFR §2.803 and the importation rules in 47 CFR §2.1204, while ensuring that business sensitive information remains confidential until the actual marketing of newly authorized devices, Apple Inc. requests that the Commission withholds the following documents from public viewing for one hundred eighty days after the date the grant of equipment authorization is issued:

Short Term Confidentiality

External Photographs
Internal Photographs
Test Setup Photographs
User Manual

These documents reveal technical and design information that has not been publicly disclosed in marketing materials and is protected by Apple Inc. as confidential and proprietary trade secrets. This information has been disclosed to those required to maintain its confidentiality, and is not customarily disclosed publicly prior to the commercial release of the device. As a result, disclosure of this information by the Commission prior to commercial release would harm Apple Inc. by giving competitors an unfair market advantage. Apple Inc. believes the period of confidentiality requested is necessary to protect the information until the commercial release of a device.

Sincerely,

Abhishek Rala
Apple Inc.
Global Certification Manager
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