



Confidentiality Letter

Date: 05-12-2016

Subject: Confidentiality Request for **FCC ID: 2A16X-PPLAYIT** and **IC ID: 21722-PPLAYIT**

Pursuant to FCC 47 CFR 0.457(d) and 0.459 and IC RSP-100, Section 10, the applicant requests that a part of the subject FCC/IC application be held confidential.

Type of Confidentiality Requested		Exhibit
☐ Short Term	☒ Permanent	Block Diagrams
☐ Short Term		External Photos
☐ Short Term	☐ Permanent	Internal Photos
☐ Short Term	☒ Permanent	Operation Description/Theory of Operation
☐ Short Term	☐ Permanent	Part List/Tune-Up Procedure
☐ Short Term	☒ Permanent	Schematics
☐ Short Term		Test Setup Photos
☐ Short Term	☐ Permanent	User's Manual

ContextMedia Health LLC has spent substantial effort in developing this product and it is one of the first of its kind in industry. Having the subject information easily available to "competition" would negate the advantage they have achieved by developing this product. Not protecting the details of the design will result in financial hardship.

Permanent Confidentiality:

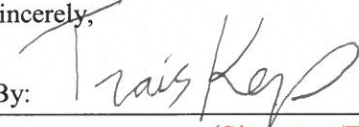
The applicant requests the exhibits listed above as permanently confidential be permanently withheld from public review due to materials that contain trade secrets and proprietary information not customarily released to the public.

Short-Term Confidentiality:

The applicant requests the exhibits selected above as short term confidential be withheld from public view for a period of days from the date of the Grant of Equipment Authorization and prior to marketing. This is to avoid premature release of sensitive information prior to marketing or release of the product to the public. Applicant is also aware that they are responsible to notify TUV Rheinland in the event information regarding the product or the product is made available to the public. TUV Rheinland will then release the documents listed above for public disclosure pursuant to [FCC Public Notice DA 04-1705](#).

Sincerely,

By:


(Signature/Title)
DIRECTOR OF PRODUCT
DEVELOPMENT

Travis Kemp

(Print name)