



17 February 2016

Authorization & Evaluation Division
Federal Communications Commission Laboratory
7435 Oakland Mills Road
Columbia, MD 21046

Subject: Justification for Placing the FCC Identifier for the Binatone "Verve Ones/Verve Ones+" Device (FCC ID VLJ-SH001) in the Associated User Guide

Gentlemen,

Binatone Electronics International Ltd., Floor 23A, 9 Des Voeux Road West, Sheung Wan, Hong Kong, herein submits its justification for placing the FCC Identifier in the device's User Guide, rather than on the device itself.

FCC Regulation and Guidance:

FCC rules (*47 CFR 2.925(d)*) require that an applicant to permanently label the subject device of their application with the assigned FCC Identifier. The rule goes on (*§2.925(f)*) adds:

"Where it is shown that a permanently affixed nameplate is not desirable or is not feasible, an alternative method of positively identifying the equipment may be used..."

Finally, this rule (*§2.925(a)(2)*) requires that "(a)ny other statements or labeling requirements imposed by the rules governing the operation of the specific class of equipment" must appear on the device. As this device is being authorized under Part 15 via Certification, per (*§15.19(a)(3)*), the following text would be required:

"This device complies with part 15 of the FCC Rules. Operation is subject to the following two conditions: (1) This device may not cause harmful interference, and (2) this device must accept interference received, including interference that may cause undesired operation."

The FCC acknowledges that these requirements are subject to practical considerations. (*§15.19(a)(5)*) allows the above text to be moved to the user guide in the event that "the device is so small or...that it is not practicable" to label the device itself. Similarly, the FCC has provided guidance (*KDB Publication 784747 D01, Section 2.2*) allows for the FCC Identifier to be moved to the User's Manual in the event that "the device is unquestionably too small for the FCC ID to be readable (smaller than 4-6 points)." The FCC does not require that an inquiry be submitted prior to grant issuance in these matters.

Specifics of This Device:

Referring to the supplemental device information on the following pages:

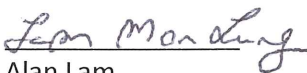
- The bottom surface (first image) is made of a soft rubber material that is not amenable to laser etching. Because the material is meant to deform in normal use, pad printing or other related marking techniques would not be sufficiently permanent, as required by the rules.
- The material of the Ear Gel Attachment area would support various marking techniques, but there is no physically large enough area to accept the FCC ID.
- The top surface, while potentially large enough to contain the FCC identifier, is a cosmetic button and comprises a custom “concentric ring” texture. No printing techniques are available that would result in a legible result on this concentric ring textured surface.
- Neither the side surface, nor the back surface (because of its curvature) is not sufficiently wide to support the 15-character FCC identifier string, even if printed at the minimum 4-point font size specified by the FCC (threshold of legibility). Using standard typographical definitions for font, a 4-point font has a dimension of approximately 1.4 mm. A string of 15 characters would span 21mm, not including the required inter-character spacing.

Conclusion:

Based on the foregoing, we have concluded that this device is unquestionably too small, given the specifics of its design and materials, to support a legibly-printed FCC Identifier on any surface. Therefore, it is appropriate to move the FCC Identifier to the User Guide.

Contact me at (852-2802-7388) if you require any additional information.

Regards,



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