June 4, 2010

Federal Communications Commission
Authorization and Evaluation Division
Office of Engineering and Technology Laboratory Division
7435 Oakland Mills Rd.
Columbia MD 21046-1609

Re: Request for confidentiality regarding application for certification of FCC ID: BCG-E2380B.

To Whom It May Concern:

Pursuant to Sections 0.457 and 0.459 of the Commission's rules (47 CRF §§ 0.457, 0.459), Apple Inc. hereby requests confidential treatment for documents filed with the Commission in connection with the application for certification referenced above as follows.

Short Term Confidentiality

Apple requests that the Commission withhold the following documents from public viewing for forty-five days after the date certification is granted:

- Test Setup Photographs
- External Photographs
- Internal Photographs
- User Manual

Although Apple has begun to market the device publicly, these documents reveal technical and design information that has not been publicly disclosed in such marketing and that is protected by Apple 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 a device. As a result, disclosure of this information by the Commission prior to the commercial release would harm Apple by giving competitors an unfair market advantage. Apple believes the period of confidentiality requested is necessary to protect the information until the commercial release of the device.

Permanent Confidentiality

Apple requests that the Commission withhold the following documents from public viewing indefinitely:

- Block Diagram
- Operational Description
- Applications Processor Schematic
- Cellular Radio Schematic
- WiFi and Bluetooth Schematic
- Applications Processor Bill of Material
- Cellular Radio Bill of Material
- WiFi and Bluetooth Bill of Material
- Antenna Gain and Patterns

These documents reveal detailed technical and design information that is protected by Apple 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 by giving competitors an unfair market advantage even after commercial release of the device.

Sincerely,

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