



LG Electronics USA.
1000 Sylvan Avenue Englewood Cliffs, New Jersey, United States

Date: February 01, 2011

Compliance Certification Services
Certification Division
47173 Benicia Street
Fremont, CA 94538, USA

RE: Request of Confidentiality for FCCID: BEJ37LD660HUA

To Whom It may Concern:

Pursuant to Sections 0.457 and 0.459 of the Commission's Rules(CFR 47), and Section 552 (b) (4) of the Freedom of Information Act, **LG Electronics USA.** hereby requests confidentiality and treatment of certain information accompanying this application. The materials contain trade secrets and proprietary information not customarily released to the public. The public disclosure of these matters might be harmful to the Applicant and provide unjustified benefits to its competitors.

We are also hereby request Short-Term Confidentiality for **180** days after the grant as outlined in Public Notice DA 04-1705. This provision will give **LG Electronics USA.** temporary confidentiality of commercially sensitive information prior to product release.

The requested permanent and Short-Term Confidential exhibits are listed as follows:

PERMANENT & SHORT-TERM CONFIDENTIAL LIST			
	Exhibit	Description	File name
PERMANENT	1	Block Diagram	37LD660H-UA_Block Diagram.pdf
SHORT-TERM	2	External Photos	37LD660H-UA _Ext Photo.pdf
	3	Internal Photos	37LD660H-UA _Int Photo.pdf
	4	Test-Setup Photos	37LD660H-UA _Test Photo.pdf
	5	Users Manual	37LD660H-UA _User Manual.pdf

The Applicant understands that pursuant to Rule 0.457, disclosure of this application and all accompanying documentations, where applicable, will not be public before the date of the Grant for this application.

Sincerely,

Jae Cheon Lee
General Manager