



PUBLIC NOTICE

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**PLEADING CYCLE ESTABLISHED
FOR COMMENTS ON
BELL ATLANTIC'S NOTIFICATION OF
ENHANCED SERVICES MARKET TRIALS**

CC DOCKET NO. 88-616

Released: June 27, 1995

On June 19, 1995, Bell Atlantic filed a notification to conduct a series of market trials of new enhanced services. To simplify filing procedures, Bell Atlantic filed one notification for the three market trials discussed below. Bell Atlantic states that the three market trials will be conducted in an eight-month period.

1. **Screenphone Electronic Directory Service.** Bell Atlantic states that this service will provide customers with dial-up access to electronic Yellow Pages information via a screenphone. Bell Atlantic states that any screenphone that is compatible with the Analog Display Services Interface (ADSI) specifications may be used to access the Yellow Pages information. Bell Atlantic states that customers may access alphabetical business listings and text from yellow page advertisements. Bell Atlantic proposes to offer the service to approximately 800 customers in the Washington, D.C. and Baltimore metropolitan area, although other customers with ADSI-compatible screenphones may also participate in the trial. Bell Atlantic states that it will not use any underlying basic service to provide this enhanced service. During the trial, Bell Atlantic does not intend to charge either end users or advertisers for this service.

2. **Internet Electronic Yellow Pages.** Bell Atlantic states that this service will provide Internet users with on-line access to certain Yellow Pages directories. Bell Atlantic states that Bell Atlantic Electronic Publishing, Inc., an affiliate, will enter, and maintain, directory listings, including advertisements and graphics, from the metropolitan Washington D.C. and Baltimore Yellow Pages directories. Bell Atlantic states that during the trial the service will be provided without additional charge to end users and advertisers. Bell Atlantic states that because the information will be generally available over the Internet, the number of end users participating in the trial cannot be limited or restricted. Bell Atlantic states that it will not use any Bell Atlantic basic service in provision of this service because the Yellow Pages information will be sent to the server on magnetic tape and entered into the service by Bell Atlantic Network Services, Inc. personnel. Bell Atlantic adds that the server will be connected

to the Internet through BBN Planet the southeast region, an unaffiliated Internet service provider.

3. Internet Website. Bell Atlantic states that this Internet market trial involves an enhanced "home page" service that allows users to read and post messages on bulletin boards and to offer products and services through a classified advertising section. Bell Atlantic states that the home page will also contain expanded news and information about technology-related issues, and that it may add both passive and interactive information during the trial. Again, Bell Atlantic does not propose to charge a fee to end-users or advertisers during the trial period.

Pursuant to the Interim Waiver Order, Bell Atlantic describes its plans for complying with the conditions for conducting market trials of enhanced services without filing comparably efficient interconnection (CEI) plans. (See In the Matter of Bell Operating Companies' Joint Petition for Waiver of Computer II Rules, Memorandum Opinion and Order, DA 95-36, rel. Jan. 11, 1995, (Interim Waiver Order), and BOC Notices of Compliance with CEI Waiver Requirements for Market Trials of Enhanced Services, Memorandum Opinion and Order, CC Docket No. 88-616, 4 FCC Rcd 1266 (1989).)

Interested parties should file comments on Bell Atlantic's Market Trial Notification by July 17, 1995, and reply comments by July 27, 1995, with the Secretary, FCC, 1919 M Street, N.W., Washington, D.C. 20554. A copy should also be sent to Peggy Reitzel, Common Carrier Bureau, FCC, Room 544, 1919 M Street, N.W., Washington, D.C. 20554, and to the Commission's contractor for public service records duplication: ITS, Inc. 2100 M Street, N.W., Suite 140, Washington, D.C. 20037. Bell Atlantic's Notification is available for inspection and copying, during normal business hours, in the FCC's Dockets Branch (Room 239), 1919 M Street, N.W., Washington, D.C. 20554. Copies also can be obtained from ITS at (202) 857-3800.

We will treat this proceeding as non-restricted for purposes of the Commission's ex parte rules. See generally 47 C.F.R. §§ 1.1200-1.1216. For further information contact Peggy Reitzel, Policy and Program Planning Division of the Common Carrier Bureau, at (202) 418-1579.

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