



# NEWS

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This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action.  
See MCI v. FCC, 515 F 2d 385 (D.C. Circ 1974).

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**FOR IMMEDIATE RELEASE:**  
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## **FCC PROPOSES TO FINE ACR ELECTRONICS, INC. FOR APPARENT VIOLATION OF EQUIPMENT MARKETING RULES**

Washington, D.C. – The Federal Communications Commission today issued a proposed forfeiture of \$75,000 against ACR Electronics, Inc. (“ACR”) for apparently violating its marketing rules governing radio frequency devices.

The Commission found that ACR displayed and advertised its new personal locator beacon, the PLB-200, at industry trade shows and in multiple issues of sporting and outdoor magazines and catalogues without it being FCC certified. The Commission’s equipment authorization rules permit the display and advertising of an unauthorized radio frequency device only when the advertisement is accompanied by a conspicuous disclaimer indicating that the device has not been authorized by the Commission and may not be offered for sale or sold until authorization is obtained. The Commission found that ACR’s advertisements failed to include this disclaimer and that some of ACR’s advertisements inaccurately represented that the PLB-200 had been certified.

In proposing its forfeiture amount, the Commission took into account that each of ACR’s displays and advertisements of the unauthorized device constitutes a separate violation of FCC marketing rules.

Action by the Commission, October 27, 2004, Notice of Apparent Liability for Forfeiture, (FCC 04-259). Chairman Powell, Commissioners Abernathy, Copps, Martin and Adelstein.

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