I 50 William Street. 13th FL.
New York. NY 10038

UNITED STATES OF AMERICA

FEDERAL TRADE COMMISSION NEW YORK REGIONAL OFFICE

November 21, 1995

Michael P. Schulhof, President
Sony Electronics Inc.
One Sony Drive
Park Ridge, NJ 07656

Re: Sony Electronics Inc., File No. 9423082

Dear Mr. Schulhof:

The Commission has conducted an investigation involving Sony Electronics Inc.'s
possible violation of Section 5 of the Federal Trade Commission Act, through deceptive failure to disclose the actual viewable image size of computer monitors in connection with advertising of cathode ray tube, or "CRT," size.

Upon further review of this matter, it now appears that no further action is warranted
by the Commission at this time. Following discussions among Commission staff, industry representatives, and others, the Electronic Industries Association has advised us that it now is engaged in the development of an industry guideline aimed at "the alleviation of potential consumer confusion over computer monitor screen sizes." Numerous industry members have advised us that they expect to participate in that process and to adhere to such a guideline. Further, reflecting extensive consultations between staff of the Commission and of the Attorney General of the State of California, California officials obtained a final judgment of the Superior Court of the State of California! that sets out actual viewable image size

I The People of the State of California v. Acer Peripherals, Inc.; Acer America Corporation; Apple Computer, Inc.; AST Research, Inc.; Compaq Computer
Corporation; Daewoo Electronics Corporation of America, Daewoo
Corporation, Daewoo International (America)

Michael P. Schulhof, President
Sony Electronics Inc., page 2

disclosure requirements intended to ensure the non-deceptive advertising of size of computer monitors. Accordingly, the FfC investigation has been closed. This action is not to be construed as a determination that a violation may not Mve occurred, just as the pendency of an investigation should not be construed as a determination that a violation has occurred. The Commission reserves the right to take such further action as the public interest may require.

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Sincerely,

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Regional"Director
New York Regional Office

Inc.; Samsung Electronics America, Inc., Samtron Displays, Inc., Samsung Electronics Co., Ltd., Samsung Display Devices Co., Ltd., Samsung Information Systems America, Inc., and Samsung America, Inc.; Tandy Corporation; and Viewsonic Corporatjon, and. Optiquest, Inc.