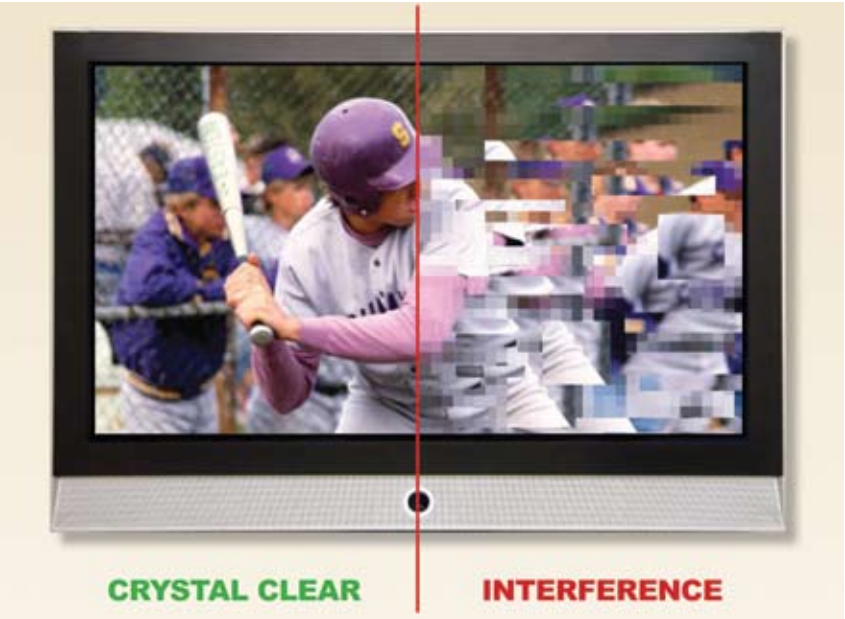

Figure 4 The NAB's (National Association of Broadcaster's) FUD (fear/uncertainty/doubt) campaign directly targets technology-ignorant consumers with pessimistic simplifications and ignores the fact that those consumers, not the NAB, own the spectrum from which it's fighting to bar White Spaces devices.