

HD RADIO™ NEWS - *Sponsored content*

Approximately 20 NAB Exhibitors to Feature HD Radio™ Technology in their booths in Las Vegas.

They're scheduled to showcase HD Radio applications at this year's NAB in Las Vegas - a figure that clearly reflects the rapidly expanding adoption of the technology. In fact, more than 760 stations are currently broadcasting with HD Radio technology.

HD Digital Radio Alliance Launches Second Wave of Advertising Campaign.

The latest series of HD Radio Alliance ads began airing in 28 markets across the country on Monday, April 10. The campaign will run for six weeks in markets that include Atlanta, Detroit, Indianapolis, Los Angeles, Portland, and New York. The commercials will feature three HD Radio retail partners: Crutchfield.com (on-line and catalog), Tweeter/Tweeter.com, and ABC Warehouse in Detroit. There's also new creative for HDRadio.com. For more information about this campaign and to hear a sampling of the commercials, go to the Press Room at www.hdradio.com. (approved by the Alliance)



HD Radio Is On the Air in Paris.

Broadcast Electronics announced on April 7 that it has installed an HD Radio FM system on an independent station in Paris, France. TowerCast, in partnership with an independent broadcast syndicate, began broadcasting an HD Radio signal on 88.2 MHz two weeks ago using a BE low-powered transmission system. The station is believed to be the first in Europe to broadcast a live HD Radio signal 24 hours a day.

Mercury Radio Research Survey Finds Consumers Favor HD Radio over iPods.

A survey conducted by Mercury Radio Research of 1,000 Americans ages 12-54 found that 53% preferred a description of the concept of HD Radio (without using the name) over an iPod. Regarding the results, Mercury President

Mark Ramsey wrote in his blog: "In an artificial world where consumers choose only between these two options, the one that's easy and most familiar (i.e., radio - in a new flavor) beats the one that's more complicated."

New HD Radio Receivers Introduced for the Car and Home.

In the past month, both JVC and Audio Design Associates announced the availability of new HD Radio products. JVC's KD-HDR1, an aftermarket in-dash receiver, features a built-in multicast-capable HD Radio tuner, SRS Circle Surround Automotive CD Player capable of playing CD-Rs & CD-RWs, and with a detachable face. Its suggested retail price is \$299. Audio Design Associates' new HD Radio module is compatible with several of the company's custom home tuners, including the TSS-1 single tuner, Duo Tuner, and the Tune Suite Quadritune. The tuner module, which must be used in conjunction with one of the abovementioned products, costs \$599.

Multicasting Brings Los Angeles Dodgers Broadcasts to the FM Dial.

CBS Radio's 97.1 "Free FM" recently announced it will be airing Dodger baseball games from sister station KFVB News 980 AM on its HD2 channel. KFVB has been the radio home of the Dodgers since 2003 and will continue to broadcast games, meaning HD Radio receiver owners now have the option of listening to the hometown team on either side of the dial. There are over 215 HD2 multicast stations offering additional "free" content to FM listeners across the country. *See the list of stations already on-air and broadcasting in HD Radio at "www.HDRadio.com."*

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