

HD RADIO™ NEWS - *Sponsored content*

**HD Radio™ Boasts Formidable Presence at NAB.** Flanked by more than a dozen HD Radio sessions and presentations, a wide range of product demonstrations is taking place at the NAB in Las Vegas, including —

- NAB attendees still have time to check out a demonstration at the Harris Corp. booth (#C807) – held in conjunction with NPR Labs – that shows how HD Radio can offer radio service to listeners who are hearing and/or visually impaired. The preview includes captioned radio text for the hearing impaired and extended hybrid mode operation of radio reading services for the visually impaired.
- Dolby Laboratories and Broadcast Electronics (BE) have paired for live demonstrations of surround sound for HD Radio™, which can be heard at the Dolby booth (#SU2923). “Surround sound adds excitement to radio programming, giving listeners a more compelling experience, and this demonstration shows that it can be done easily and seamlessly,” says Rocky Graham, Director of Broadcast Products, Dolby Laboratories.
- Visitors to the BE Booth (#N1808) will see a demonstration representative of how stations might broadcast four audio programs plus data, using the HD Radio system. In this demonstration, a news/talk main channel along with two HD2 channels of music and yet another HD2 channel of reading services for the visually impaired are broadcast simultaneously on a single HD Radio carrier.
- Beasley-owned “Star 102.7” KSTJ-FM in Las Vegas parked its HD Radio Van in the Convention Center parking lot on Monday, offering tours and providing an insider’s view of the benefits of HD Radio technology. The presence of the HD Radio Van was timed to coincide with that afternoon’s NAB seminar entitled “HD Radio: If You Build It, They Will Come.” Star 102.7 offers two multicast channels in addition to its main programming. “Star Party”, the HD2 Channel, plays an upbeat club mix of dance and urban 80’s music. While its HD3 Channel broadcasts real-time weather information.



**Reader’s Digest Hails HD Radio as a “Best of America.”** The editors of *Reader’s Digest* have named HD Radio to the magazine’s annual “Best of America” list. This celebration of the quirky, amazing and truly extraordinary is featured in the magazine’s May issue (on newsstands now) and is available online at [www.rd.com/boa](http://www.rd.com/boa). HD Radio appears in the Entertainment category under the title “Best Sound on Demand”, with the entry specifically citing the technology’s “super-clear sound.”

**Broadcasters Offer Exclusive Programming on HD2 Multicast Stations.** The *Detroit News* reports that country WYCD-FM 99.5 aired an exclusive live performance from Rascal Flatts on its HD2 station, “The Wolf.” In New York, WCBS-FM used its HD2 channel to present “Auto Scoop New York”, a compilation of automotive news and entertainment programming that aired during The New York International Auto Show.  
— See the list of stations already on-air and broadcasting in HD Radio at “[www.HDRadio.com](http://www.HDRadio.com).”

An advertisement for GSelector music scheduling software. The top left features the 'GSelector' logo in a stylized, metallic font. Below the logo are several monarch butterflies in various stages of flight. The text 'music scheduling reinvented' is written in a clean, sans-serif font. On the right side, there is a black box with white text that reads 'NAB booth N602' and the 'RCS Sound Software' logo. At the bottom right, the website 'www.gselector.com' is listed.