

HD RADIO™ NEWS - *Sponsored content*

**HD Digital Radio Alliance™ Launches “Discover It!” Campaign.** Marked by the launch of “Discover It!”, a new creative and branding initiative, the HD Digital Radio Alliance detailed a massive marketing campaign this week. The strategy includes the rollout of a new brand identity and tagline, new advertising creative, online marketing elements and the involvement of a new agency and retail partners. The campaign launches in 22 new markets and 28 existing HD Radio markets for a total of 50, and can be heard in 43 of the Top 50 markets on every radio station that is part of the HD Digital Radio Alliance.

**Amazon Jumps on the HD Radio™ Bandwagon**

Amazon (www.amazon.com) joins existing retail partners like RadioShack, Tweeter and Crutchfield as the newest major retailer to carry HD Radio receivers. HD Radio products are also available from ABC Warehouse, Audio Adviser, Bjorn's, Boston Acoustics, Car Toys, Crutchfield, Great Indoors (a unit of Sears Roebuck), Harvey's, J&R Music, Listen Up, Magnolia Audio Video, One Call and Ovation AV.



**Kagan Research Sees HD Radio Technology Positively Impacting Future Revenue Growth.**

Media business research firm Kagan Research has included forecasts on the business impact of HD Radio technology in the 7th edition of its recently published Radio Financial Handbook. According to the study, HD radio technology is expected to generate \$1.6 billion in revenue for the radio industry by 2011. The press release from Kagan stated: “As the HD rollout continues to gather steam, the industry is expected to benefit from positive buzz while preparing itself for future revenue streams. . . Although Kagan doesn't expect HD technology to have an immediate impact on broadcast revenue, the investment will have a long-term positive impact.”

**Niles Audio Plans to Launch HD Radio product by the end of 2006.**

According to a story in TWICE magazine, a leading retail and consumer electronics trade publication, Niles Audio Corporation plans to introduce an HD Radio card for its IntelliControl ICS (Integrated Control Solutions) multiroom audio system by the end of this year. Niles Audio is a 27-year-old company that is recognized as a leading designer, manufacturer, and marketer of audio/video custom installation products.

**iBiquity Expands its Automotive Team with Three New Hires.** The increasing demands of supporting HD Radio technology implementations in new vehicles have resulted in the addition of three new members to the iBiquity Digital automotive team. Gereon Joachim, senior manager OEM business development, will work out of Cologne, Germany, with responsibility for relationships with Volkswagen, Audi, BMW, Mercedes-Benz, Porsche, Volvo, and European-based suppliers like Bosch and Siemens. Richard Zeichner, a former national sales manager for Visteon, will help dealers find ways to supply customers with HD Radio options, even when there are limited factory options. Erin Burns, a veteran of Siemens VDO and Sentek Corporation, will provide technical support to the U.S.-based sales/marketing staff working with Chrysler, Hyundai, Honda, Toyota and Nissan.

— See the list of stations already on-air and broadcasting in HD Radio at “www.HDRadio.com.”

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