

HD RADIO™ NEWS - *Sponsored content*

**New tuner box turns satellite-ready head units into HD Radio™ receivers!**

At the 2006 International Consumer Electronics Show, iBiquity Digital unveiled a prototype of a universal tuner box that plugs into satellite-ready car head units, enabling them to receive digital AM and FM signals, including FM multicast channels. No special antennas or other accessories are required. This HD Radio tuner box will be compatible with both factory-installed receivers – including those from Chrysler, Ford and GM – and aftermarket receivers from companies such as Panasonic, Alpine, Pioneer and Sony.

**Manufacturers showcase the latest HD Radio products at the International Consumer Electronics Show.**

Crystal-clear HD Radio broadcasts and multicast channels were heard throughout the CES floor in Las Vegas as HD Radio products were featured in more than 16 different exhibitor booths. The show also included several new HD Radio product introductions:

- JVC debuted its second-generation HD Radio receiver – the KD-HDR1. The multicast-capable unit will be available in March and will sell for about \$299.95.
- Alpine announced that all 2006 Ai-NET head units and AV units have been enabled to receive HD Radio signals with the addition of its TUA-T500HD tuner box.
- Kenwood introduced its KOS-A200, which interconnects various outboard components – such as HD Radio tuners, iPod players, etc. – without having to replace a car’s existing entertainment system.
- Visteon demonstrated a multicast-enabled OEM receiver that builds upon its successful introduction of factory-installed HD Radio units in current BMW models.
- Day Sequerra announced the introduction of its Model M1 HD Broadcast Reference tuner. Depending on configuration, this home product can simultaneously receive and distribute up to 10 audio and video signal sources including HD Radio, HDTV and UHF/VHF TV, as well as existing AM and FM. The unit is scheduled to ship later in the first quarter of 2006.



**HD Radio University.com is set to begin free, online classes for retail sales staffs.**

HD Radio is partnering with cyberscholar.com to design a training program to educate retail sales professionals on the benefits of HD Radio technology. Launching at the end of the month, the program – called “HD Radio University” – is free and will be accessible to any retailer. CyberScholar.com is considered the leading consumer electronics sales training portal, reaching as many as 90,000 retail professionals in over 7,000 stores nationwide. Its online training is endorsed by major retailers such as Best Buy, CompUSA, Micro Center, Staples, Circuit City and more.

**HD Radio rebate programs extended through April.**

A \$20 rebate on the purchase of HD Radio receivers has been extended to April 30, 2006! Plus, buyers can still benefit from eBay’s HD Radio Rebate program to include trade-ins of many electronic gadgets. In addition to trading in analog radios, visitors can trade in a wide variety of other electronics gear – including MP3 players, mobile phones, computers, cameras, game systems, PDAs and more – to receive a rebate on new HD Radio purchases. The amount of the rebate is equivalent to the value of the used electronics.

\* 668 AM/FM stations are broadcasting in HD Radio technology this week.

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