

HD RADIO™ NEWS - *Sponsored content*

iBiquity Digital Launches New B-to-B Web Site.

HD Radio™ technology developer iBiquity Digital is launching a new version of its website this week. The site has been designed to provide companies in the automotive, broadcasting, consumer electronics manufacturing and retail sectors with HD Radio development information and materials. Broadcast-specific information, such as how to become an HD Radio broadcaster and how to ensure a quality HD Radio implementation, can now be found at: <http://www.ibiquity.com/broadcasters>.

Tivoli Audio Announces It Is Developing an HD Radio Tabletop Receiver.

Tivoli Audio announced on June 22 that it's developing its "Model HD" table radio. Tom DeVesto, Tivoli Audio's Chairman and CEO, said, "Our HD Radio has to have the full and rich sound that critics praise and consumers come to expect of Tivoli Audio." The Model HD, which will include multicasting reception capabilities, is expected to be in the marketplace this Fall and will be sold nationwide at distinctive retail outlets and direct through Tivoli.



Swiss Station Becomes First in Europe to Purchase HD Radio Broadcast Equipment.

Broadcast Electronics (BE) announced the purchase of a BE HD Radio system by Lucerne, Switzerland station "88 Radio Sunshine." This marks the first HD Radio system sold into Europe, and successfully concludes several months of HD Radio testing in mountainous Switzerland, where FMs are spaced 100 kHz apart on the dial. "BE's implementation of the HD Radio system easily met all our digital requirements, even exceeding technical expectations despite our mountainous coverage area," said Markus Ruoss, principal owner of 88 Radio Sunshine.

WKLU-FM in Indianapolis Launches Two New Multicast Channels.

Not content with just one additional channel, owner Russ Oasis recently launched two multicast channels on his WKLU-FM-101.9 station in Indianapolis. Complementing the main channel's Classic Rock format are "HD2 Gold," which plays 60s and 70s music, and "The Club," which features dance hits from the late 70s and early 80s. Oasis told the *Indianapolis Business Journal*, "We want to super-serve the listener. We've already proven that a quality product and quality programming attracts listeners. This is a way for us to triple our offerings."

Clear Channel Brings "Pride Radio" to Chicago. Clear Channel Radio Chicago has just introduced "Pride Radio," the new HD2 channel of WKSC-FM/103.5. Pride Radio is described as "music, entertainment and spoken word content especially for the gay population." Darren Davis, Clear Channel Regional Vice President of Programming, said, "Chicagoland is home to one of America's largest gay populations, and our new Pride Radio channel is designed to be a voice and a source of entertainment for the gay community."

Greater Media's "Riff2" Helping Bring Together Detroit Area Musicians.

Riff 2, the HD2 channel of Greater Media Rock station WRIF-FM 101.1 in Detroit, is seeing the channel's steady diet of local music inspire area musicians in a pleasantly unexpected way. Station personality Suzy Cole has started a weekly "Detroit Local 101" listening party at a local hangout each Tuesday that is quickly developing a following among the members of the city's music scene. One observer noticed more than 50 people at the last event – many of them musicians – talking to peers, handing out CDs and listening to Riff2.

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

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