

HD RADIO™ NEWS - *Sponsored content*

900th HD Radio™ Station Goes on the Air. WSNY-FM, a Saga station in Columbus, Ohio, is the 900th station to turn on its HD Radio signal. Broadcasters across the country continue their HD Radio conversions at a rapid clip. As of Tuesday, July 18, 2006, there were 902 HD Radio stations on the air in the U.S. There are now 10 markets with more than 20 stations on the air: Los Angeles – 32. Chicago – 31. Detroit – 25. Atlanta – 24. Miami – 23. Denver – 23. Boston – 22. New York – 21. Philadelphia – 21. Dallas – 21.

WALK-FM Brings Country Music Back to Long Island. Clear Channel's WALK-FM 97.5 is using its newly launched HD2 channel to broadcast country music featuring artists such as Alan Jackson, Tim McGraw and Faith Hill. This marks the first time in five years that Long Island listeners can tune in country music programming on free FM radio. Earlier this year, Clear Channel returned country to the New York City airwaves when WKTU-FM 103.5 launched the format on its HD2 Channel.



WZID-FM Becomes the First Commercial Station in New Hampshire to Broadcast in HD Radio. Saga Communications' WZID-FM 95.7, New Hampshire's most listened-to radio station, began broadcasting with HD Radio technology on June 30. "We're thrilled to be on the leading edge of the radio revolution," remarked Bob Bronson, Program Director at the Manchester station. "Being the first commercial station in New Hampshire to broadcast in crystal-clear HD proves once again that WZID is committed to providing the best possible listening experience to our audience."

Harris Helps Brazil's Radio Globo Prepare for HD Radio Conversion. Harris announces that Rádio Globo, a highly influential broadcaster throughout Latin America, has selected Harris products and technology for high-power AM transmission in Brazil. The transmitters, destined for Rio de Janeiro and São Paulo, will be outfitted for HD Radio. "It is crucial to have the right technology in place to ensure that our listeners can receive the best possible audio quality and content," said Rubens Campos, general director of Rádio Globo. "Going digital, especially on the AM band, is the only way that radio can grow its audience."

Polk I-Sonic featured in SkyMall Catalogue. Next time you board an airplane, check out the ubiquitous SkyMall catalogue in the seat pocket in front of you. Page nine of the current issue features a full-page spread on the Polk I-Sonic entertainment system, due out next month. If you're on a Continental flight, it should be even easier to find. The I-Sonic is on the cover.

HD Radio Rebate Scheduled to End on July 31. The \$25 rebate for new HD Radio product purchases will end on July 31 (though buyers who purchase products on or before this date have until August 31 to submit their rebate forms). Those interested in taking advantage of the offer need only fill out a rebate form located at iBiquity.com and mail it along with the UPC code from the HD Radio product package to the address provided. The eBay-HD Radio trade-in program launched last fall represents another option to further discount the cost of an HD Radio receiver (www.ebay.com/hdradio).

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

An advertisement for the Orban Optimod FM 8500 digital audio processor. The image shows the front panel of the device, which includes a central display screen showing a frequency response curve and various control knobs and buttons. The text 'HIGHER DEFINITION' is prominently displayed at the top, with the Orban logo and 'urban crl' in the middle. Below the device, the text 'OPTIMOD FM 8500' and 'The Next Step Beyond Ordinary FM' is visible. The website 'www.orban.com' is also present in the background.