

HD RADIO™ NEWS - *Sponsored content*

Visteon Introduces First Transportable HD Radio Product for the Car and Home

Visteon launched its new transportable HD Radio™ receiver at the Specialty Equipment Market Association (SEMA) Show in Las Vegas last week. The HD Jump™ easily docks into a cradle in the vehicle and stereo system at home.

Directed Electronics Launches Two New HD Radio Receivers

Directed Electronics announces two new receivers slated to ship to its retail customers starting in December 2006. The products will be the Directed HD Car Connect (DMHD-1000), which quickly upgrades listeners' current car radios to receive digital HD Radio programming, and the Directed HD Table Top (DHHD-1000). Retail pricing, with the current rebate, is expected to be \$224 for the HD Car Connect and \$249 for the table top model. Rebates are available for both products at www.hdradio.com/rebate.



30 HD3 Channels Available Across the Country

American University's WAMU-FM 88.5 (Washington, DC) and Lamar University's KVLU-FM 91.3 (Beaumont, TX) have both recently added HD3 channels, making it nearly 30 stations across the country that have tripled their listeners' choices. WAMU is airing Bluegrass Country on its HD3 channel and will also broadcast on-air content currently available only online. KVLU will feature programming produced by and for students under the umbrella title, "The Incubator."

3 Questions with Graffiti 93.7 HD2 (Wilmington, DE) PD, Paula Sangaleer

Q: How did you approach the creation of Graffiti?

A: It started as a focus group looking at how to use this new medium to reach out to the next generation of radio listeners as well as an under-utilized younger demo, and it morphed into a smaller group who actually created Graffiti.

Q: In what ways will Graffiti differ from your 'typical' radio station?

A: We'll be reaching out to new listeners who may not have experienced radio. The playlist includes local music as well as bands that don't receive mainstream airplay. Listeners will actually control what they hear through the interactivity of the station and web site!

Q: How do you plan to promote the station?

A: We'll promote by word of mouth and viral, underground marketing. Our invite only system to launch the radio station online will help us emphasize exclusivity and excitement.

If you have a good HD2 or HD3 story to tell, please email HDRadiostories@ibiquity.com.

\$99 HD Radio Receivers Available to Broadcasters for Promotional Activities

HD Radio broadcasters can now purchase three different HD Radio products at a cost of \$99 (plus \$14 shipping & handling per unit) in an exclusive, limited time program. Broadcasters interested in learning more about this program may contact Don Kelly at 410-872-1532 or Kelly@ibiquity.com or visit www.ibiquity.com.

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