

HD-Radio™ receivers for Europe

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HD-Radio™ receivers for Europe



- **There is a wide selection of HD-Radio receivers, even before the first broadcasters goes (operational) ON AIR in Europe**
- **The Receiver selection for HD-Radio already better as for DAB+**
- **HD-Radio receivers can be tested on our receiver selection in the next door's room.**
- **Not any receivers actually sold in North America, have all the Features we need in Europe**
- **But even before the start of any operational HD-transmissions in Europe most features like 230Volts, 100kc tuning and basic RDS are available on most models.**
- **HD- RDS AF (program following) has been successfully demonstrated in the Lucerne Area but needs to be implemented in more car receivers**

HD-Radio™ receivers for Europe



Special needs for HD-Radio receivers in Europe:

- **It seems to be sure that FM will be replaced by not only one single digital platform. Therefore we need to have combos of:**
 - HD-Radio
 - DAB+
 - WLAN
 - “any“-System?
- **Today, receivers with software based IC's can support all by the market requested platforms in the same receiver**
- **Within 1-2 years more (after operational start) multiplatform receivers will become standard (except in the lowest price segment)**
- **Service following (from platform to platform) will be necessary**

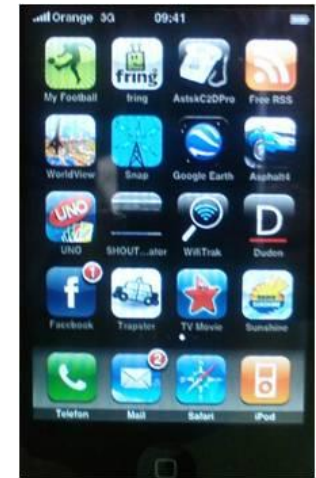
CONCLUSION

- **The manufacturers have everything for producing the receivers we like our listeners to buy!**
- **BUT: the receivers will not walk the way to the store shelf's from alone, and from there to the listeners!**
- **The broadcasters has to talk to the receiver manufacturer about the needs, and give them confidence for their investment!**
- **The broadcasters has to be very active on this issue!**
- **THANK YOU!**
- **Questions?**

Handheld



**iPhone and iPod
HD-Radio Adaptor**



ZUNE Media player with HD-Radio



HD-Radio for Cell phone and MP3 Player



HD-Walk Radio