

WELCOME to the

**EHDRA HD-Radio[™]-Day
15th October 2009**

Lucerne -Switzerland

WELCOME to the Third HD-Radio Day Lucerne



It's already the third time we meet in Lucerne to speak about HD Radio-Technology. Some years ago the digitalization of FM quite not so well known vision in Europe. Only engineers, technicians and frequency-specialists worked on it. All other members of the radio value chain were sceptical. For them HD Radio-Technology was a big mystery.

This situation has changed now. We know that FM will be the most important technology for transmission of radio programs. From this perspective HD Radio-Technology makes sense and is an attractive opportunity.

Not only concerning the technology but also regarding the definition of the licensed regions as well as to all questions of measurement of program consumption our radio landscape is totally oriented on FM. If we want to preserve this landscape as a broadcast world HD Radio-Technology is a efficient opportunity.

I welcome very kindly all participants of the 3rd HD Radio Day in Lucerne. I'm very glad that we can offer you also this time a very interesting and various program. I wish you an instructive conference with plenty of information and many meetings.

Jürg Bachmann
Präsident European HD Radio Alliance (EHDRA)

All presentations will be at
<http://www.ehdra.eu/HDRADIODAY09>

Program EHDRA HD-Radio™-Day 15th October 2009



09.00 – 17.00: 2-3 cars for test-drive with HD Radio™ receivers / receiver exhibition

09.00 Check-In

09.50 Welcome

Jürg Bachmann, EHDRA President
Marcel Regnotto, OFCOM Representative
Bob Struble, President and CEO iBiquity Digital Corporation

10.15 The global perspectives of FM HD Radio™

Scott Stull, iBiquity Digital Corporation

10.30 Past, present and future EHDRA activities

Jürg Bachmann - EHDRA President

10.50 Summary of European field trial Results

Markus Ruoss, Ruoss AG

11.30 Networking break

11.50 Subjective interferer presentation

Lance Eichenberger, RadioTrend AG

12.10 The coordination, standardisation and regulation aspects of digital FM Band

Markus Ruoss, EHDRA

12.45 Lunch Break

14.15 The HD Radio™ implementation in the US

Steve Fluker, Cox Radio USA

14.30 The swiss radio digitalisation implementation

Jürg Bachmann, VSP/Swiss Radio Association

14.45 Value added services for HD Radio™

Gereon Joachim, iBiquity Digital Corporation

15.00 High resolution traffic and advanced data service developments for HD

Len Konecny, Vice-President Business Development Clear Channel Radio – Total Traffic Network

15.20 Networking Break

15.40 The Radio digitalisation in Germany

Sebastian Artymiak, VPRT-Germany

16.00 Radio digitalisation in other European countries

Jürg Bachmann, EHDRA

16.10 Why FM-HD Radio™ for local regional broadcasters

Markus Ruoss, EHDRA

16.20 FM- HD Radio™ receivers for Europe

Lance Eichenberger, RadioTrend AG

16.30 General Q&A Session, closing remarks

Jürg Bachmann and presenters

17.00 Close of Event

THE SPEAKERS



Jürg Bachmann, Member of Management Goldbach Media

lic.rer.publ. University of St. Gallen (HSG); from 1983 development, management and member of board of directors of Radio aktuell; Development and management of Tele Ostschweiz, management "Anzeiger SG/Appenzell/TG", responsible for electronic media St. Galler Tagblatt AG;

Since 2002 with Goldbach Media, Technology Development and from 2002 until 2007 Energy Zurich, Managing Director Radio Z/Energy Zürich, Chairman of the foundation board of Radio toxic.fm, St. Gallen.

Since 2007 director of Digital Projects/Trendscouting at Goldbach Media Management AG

WELCOME – 10.00 h

PAST, PRESENT AND FUTURE EHDRA ACTIVITIES – 10.30 h

THE SWISS RADIO DIGITALIZATION IMPLEMENTATION – 14.30 h

RADIO DIGITALIZATION IN OTHER EUROPEAN COUNTRIES – 16.00 h

GENERAL Q&A SESSION, CLOSING REMARKS – 16.30 h



Marcel Regnotto, Section Head at the Federal Office of Communications OFCOM (now Head of the Broadcasters Section)

1985: Graduated from the law school of the University of Bern, received authorization to practice law in Bern

1986-1988: Assisted on the public law course at the University of Bern (Professor Dr. Jörg Paul Müller)

1988: Legal Secretary at the Independent Complaints Authority for Radio and Television (Swiss federal authority in charge of assessing complaints about radio and television programmes)

1988-1992: Scientific Assistant in the Radio and Television Service of the Federal Department of Transport and Energy

1992 - present : Section Head at the Federal Office of Communications (now Head of the Broadcasters Section). Responsible for legal and media policy aspects of public and private broadcasting in Switzerland (preparation for the award of broadcasting licenses, financial support for local private broadcasters, surveillance of the fulfilment of the performance mandate), various project management activities in the field of law-making and digitization

WELCOME – 10.05 h

THE SPEAKERS



Robert J. Struble, President and CEO iBiquity

Bob Struble, iBiquity's President and CEO, is a recognized leader in the digital transformation of AM and FM radio. Since 1996, Bob has had overall responsibility for the company's commercialization of HD Radio™ technology, the first dramatic change to radio broadcasting since the introduction of FM.

Prior to heading up iBiquity, Bob was President of Westinghouse Communications and Westinghouse Wireless Solutions Company, two business units of CBS focused on digital product technology development and commercialization.

Bob is on the Consumer Electronics Association Board of Industry Leaders, and he is a past member of the Electronics Industry Association Board of Governors.

Bob earned his Bachelor's Degree in Chemical Engineering from MIT where he was elected into the Tau Beta Pi and Sigma Xi engineering honor societies, and an MBA from Harvard, where he graduated with high distinction as a Baker Scholar.

WELCOME – 10.10 h



Scott Stull, Vice President, International Business Development iBiquity

As Vice President of International Business Development, Scott is responsible for executing the international broadcast rollout strategy of iBiquity Digital's HD Radio™ technology. He is charged with promoting the adoption of the HD Radio system by regulators, broadcasters and transmission equipment manufacturers throughout the world. Prior to joining iBiquity Digital in early 1999, Stull was Director of Development at EducaAide Software, a San Francisco developer of database systems. He earned his BS in engineering from the Massachusetts Institute of Technology.

THE GLOBAL PERSPECTIVES OF FM HD-RADIO™ – 10.15 h

THE SPEAKERS



Markus Ruoss, Ruoss AG, Radio Sunshine

Markus Ruoss is founder and owner of Radio Sunshine, the first commercial private Station in Central Switzerland, on air since 1st November 1983. Ruoss AG, also owned by Markus, is active for over 30 years specializing in consulting and planning for electronic media. Ruoss AG/Radio Sunshine are running as major driver since April 2006 a HD-Radio Field Trial in Lucerne- Switzerland. Main goal is to demonstrate and elaborate the feasibility of HD-Radio under Europe conditions, funded with sponsoring of the related industry.

Markus Ruoss was also, joint founder of the local television station TeleTell, vice-president of Tele-Suisse (federation that regional television in Switzerland) as well as member of the board in the VSP (federation of Swiss private radios)

Education: ATIS Engineering College, Horw, Graduation April 7, 1972 with degree as an Electronics-and Telecommunications Engineer HTL. Various courses at the University of Stanford, California.

SUMMARY OF EUROPEAN FIELD TRIAL RESULTS – 10.50 h

THE COORDINATION, STANDARDISATION AND
REGULATION ASPECTS OF DIGITAL FM BAND – 12.30 h

WHY FM-HD-RADIO™ FOR LOCAL REGIONAL BROADCASTERS – 16.10



Lance Eichenberger, CEO RadioTrend AG

Originally Lance Eichenberger wanted to learn or study something in the economic sector. The way of life let him to be an electronics engineer in the industry where he helped to design and develop electronic components with respect to EMC, explosion protection and optimized manufacturing in two industrial companies. While working for 10 years as an engineer at radio sunshine he helped to high frequencies rather than to destroy them, like he did in the past for EMC. This experience and knowledge as radio engineer helped him to found the company RadioTrend AG. It's a small company which supports and provides solutions for some kind of broadcast applications and solutions. Lance supported the pioneering of HD-Radio™ in Europe for the last few years on behalf of Markus Ruoss, Ruoss AG and different Radio Stations.

SUBJECTIVE INTERFERER PRESENTATION – 11.45 h

FM-HD-RADIO™ RECEIVERS FOR EUROPE – 16.20 h

THE SPEAKERS



Steve Fluker, Director of Engineering Cox Radio, Orlando

Celebrating 30 years as a broadcast professional, Steve Fluker has been very active in the industry, chairing committees for both the NAB and the NRSC. Steve's involvement in HD Radio began in 1999 when he installed and turned on one of the first HD Radio stations in the US for testing purposes.

He is also the inventor of, and holds the patents for the HD Radio Split-Level Combining System, which makes installation and operation of HD Radio transmitting equipment more economical.

THE HD-RADIO™ IMPLEMENTATION IN THE USA – 14.15



Gereon Joachim , Director OEM Business Development, iBiquity

As Director OEM Business Development, Gereon heads iBiquity efforts with European automakers. He has day-to-day responsibility for Audi, BMW, Jaguar, Land Rover, Mercedes, Porsche, Volkswagen, Volvo and European based suppliers like Harman Becker and Continental.

Gereon has more than 14 years of experience in the automotive industry. Prior to joining iBiquity Digital he worked for Visteon, Delco Remy and United Technologies in the field of Program Management, Key Account Management and Product Engineering. Gereon has an M.B.A in Global Management from the University of Cologne and an Industrial Engineering Degree from the Cologne University of Applied Sciences.

VALUE ADDED SERVICES FOR HD-RADIO™ – 14.45 h

THE SPEAKERS



Len Konecny, Vice President, Business Development, Clear Channel Radio - Total Traffic Network

Len Konecny is Vice President of Business Development for Total Traffic Network, and has been with the company since 2000. Konecny has been involved in the aggregation, sales, management, and development of the company's traffic product over several mediums, including broadcast, web, mobile, and in-car and portable navigation. He is a 20-year veteran in the traffic industry.

Konecny manages accounts with top executives and decision-makers for digital mapping companies, flow and probe data providers, application providers, and original equipment manufacturers (OEM's), with whom he has teamed to strategize on how best to push quality content to the consumer, and how to best create a quality product that will provide short and long-term revenue opportunities. Konecny has been a loud voice in developing standardized quality initiatives for traffic data quality, and has been a strong advocate of the 'lifetime' or 'one-time' fee for products and services as built-ins to end-users. This business model has proved to be a successful means to generate high take rates traffic in navigation products, and has significantly increased traffic content revenues for Clear Channel. In addition to his role with Clear Channel, Konecny serves as the National Chairman for NATWG (North American Traffic Working Group) moderated by ITS America.

HIGH RESOLUTION TRAFFIC AND ADVANCED DATA
SERVICES DEVELOPMENTS FOR HD-RADIO™ – 15.00



Sebastian Artymiak, Head of Media Technology, German Association of Commercial Broadcasters and Audiovisual Services (VPRT). Sebastian Artymiak holds an engineering degree from the Ilmenau University of Technology and is currently the head of media technology at the German Association of Commercial Broadcasters and Audiovisual Services (VPRT). There, he is

responsible for all association activities related to technological development, new technologies and infrastructures. Artymiak also oversees a number of in-house panels for the VPRT, including ones focused on new infrastructure-related developments and on how particular end-user devices will impact the market. Before joining the VPRT, Artymiak worked in military research at the European Aeronautic Defense and Space Company (EADS). There, he focused on activities related to "augmented reality" and, specifically, the audio-visual operating system of the Eurofighter combat jet. Artymiak has also held a number of positions abroad, including one as a databank programmer at an Internet-security company in London and another as an administrator at the Industrial University of Santander in Colombia.

THE RADIO DIGITALISATION IN GERMANY– 15.40 h



2 Cars directly before the hotel entrance

The registrants with CAR TOUR RESERVATION please contact Yvonne Dettling or Sue Michel at the Infodesk.

Detailed instructions and rout description in the CAR! Please read the manual before you leave!

Recommend Car-Tour



Tour I – ca. 55 Min.

Tour II – ca. 40 Min.

Not recommended !

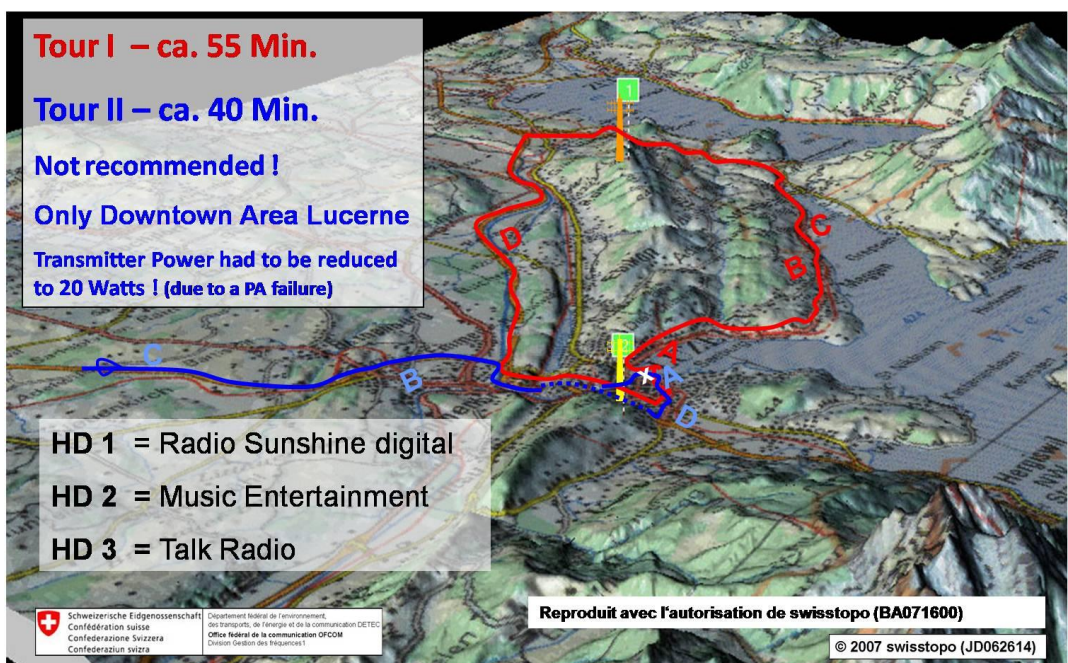
Only Downtown Area Lucerne

Transmitter Power had to be reduced to 20 Watts ! (due to a PA failure)

HD 1 = Radio Sunshine digital

HD 2 = Music Entertainment

HD 3 = Talk Radio



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SPECIAL THANKS



www.ibiquity.com



www.sunshine.ch



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MEDIA ENGINEERING



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www.ruossag.ch

HD Radio™ - field trial in Switzerland

www.hdradio.ch

LISTEN TO HD-RADIO™ NEXT DOOR...



ZUNE Media player with HD-Radio



HD-Walk Radio



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We need your help to keep HD Radio technology on track for Europe as we work through trials and the Standardization/regulation process at both ECC and ETSI. This is a great alternative for many broadcasters who look at digitalization within the FM band. It's a tried and proven technology with over 100 receiver models in all styles and prices currently being manufactured and sold.

So won't you please help us continue our efforts in Europe and join EHDRA today and become active? We would value your help and expertise. Please feel free to contact any member of the EHDRA Executive Committee for questions. The membership application is attached, please fill it out and send it in today.

The EHDRA Executive Committee:

- **Chairman - Jürg Bachmann**, Goldbach Media, Küsnacht, Switzerland / juerg.bachmann@goldbachmedia.com
- **General Secretary - Markus Ruoss**, Ruoss AG und Radio Sunshine, Switzerland / MarkusRuoss@RuossAG.ch
- **General Director - Andrea Sentinelli**, Data Technology Consulting (DTC), Poland / a.sentinelli@gmail.com
- **Treasurer - Scott Stull**, iBiquity Digital Corporation (formerly Perry Priestly) / stull@ibiquity.com