



HD Radio™ Day

**Lucerne
October 15th, 2009**



Audio

Multicast

iTunes Tagging

Album Art

Cross Market Events

DATA

Traffic

Weather

Gas Prices

News



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Multicast

iTunes Tagging

Album Art

Cross Market Events

DATA

Covered by next Presentation:

High Resolution Traffic and
Advanced Data Services

Weather

Gas Prices

News



Ethnic Radio – More Programming Choice



North America's First
Ethnic Digital Radio Network

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Find out about the hottest HD Radio™ programs in your city today!

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LOS ANGELES



NEW YORK CITY



SAN JOSE



WASHINGTON



Dedicated Radio Stations for Professional Sports



Simulcast Game Day Play by Play



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Value added services for HD Radio™ Technology



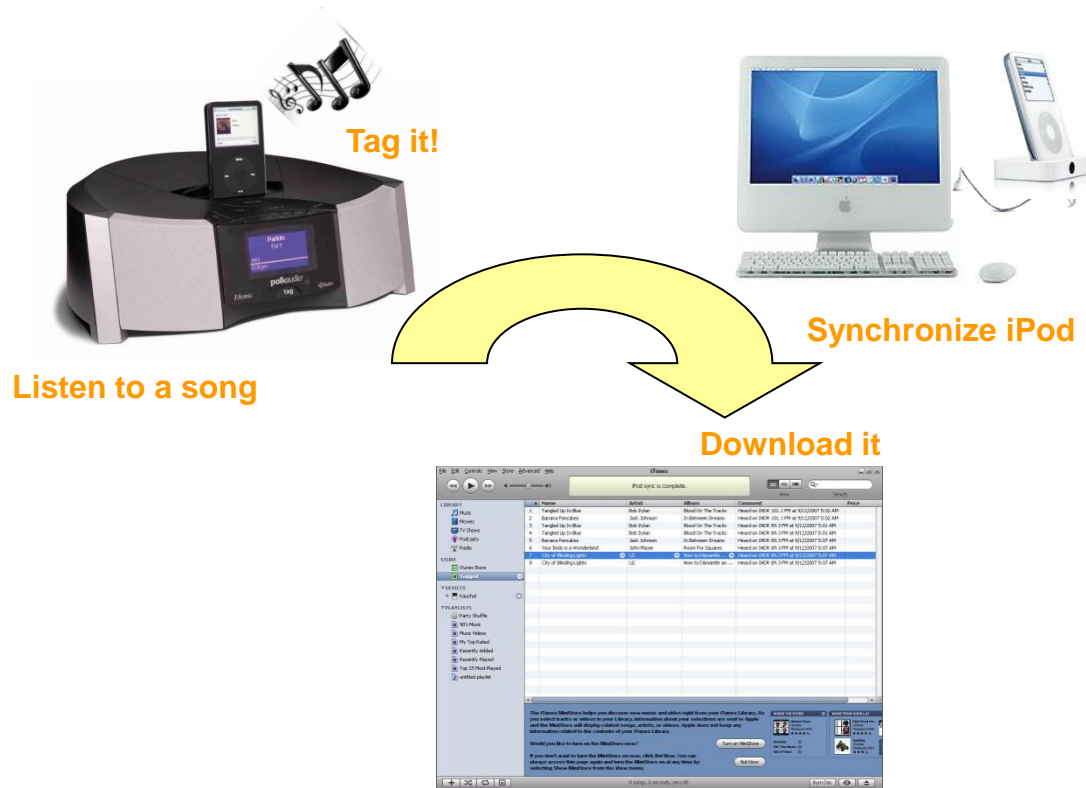
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Audio

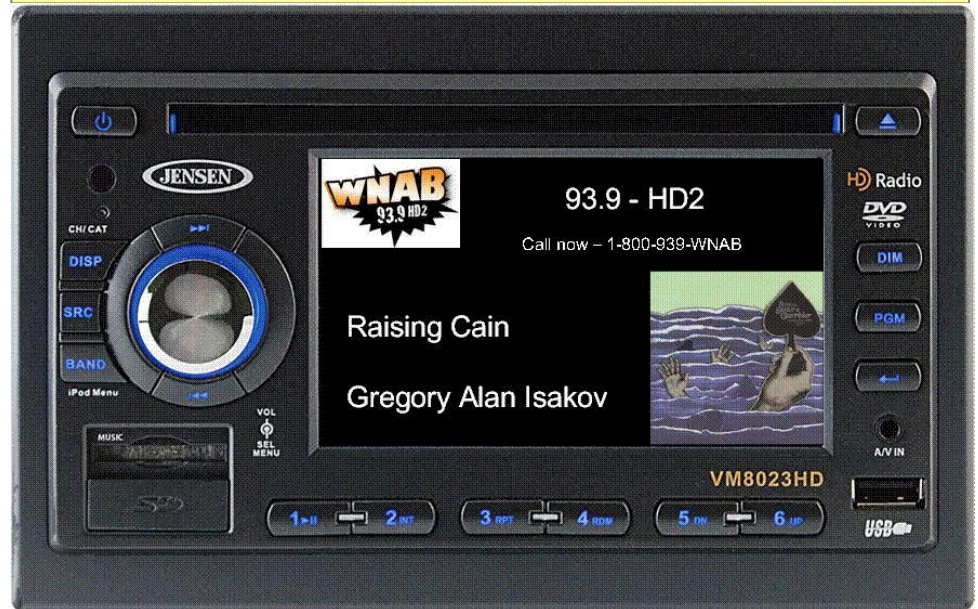
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Support multimedia image broadcast and display





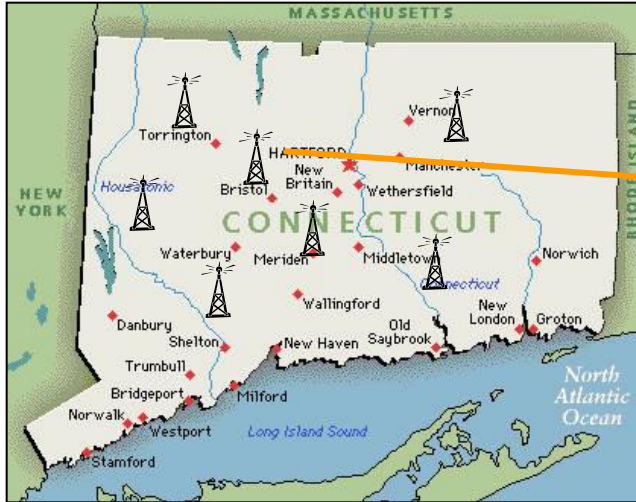
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Cross Market Sport Events



Value added services for HD Radio™ Technology

RadioGuard – Delivering Protected Content and Targeted Services



Audio

Service Provider



94.7 WFBQ
Indianapolis



HD Radio™

- HD 1 Q95 – Main Channel
- HD 2 Q95 – “Classic Tracks from the Back of the Rack”
- HD 3 Q95 – Bob and Tom Gold (Conditional Access)



VIP BOB & TOM
all access pass



DATA

Service Provider



101. WKQK
Chicago



HD Radio™





4th, HD Radio Forum Europe

February, 24th , 2010