

INSIDE RADIO™

HD RADIO™ NEWS

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Wednesday, November 14, 2007

Page 4 of 6

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Legendary HFS Back in Baltimore through Multicasting. Alternative rocker, 99.1 WHFS, left the radio dial of DC and Baltimore in January of '05 and left many fans devastated and confused. It was soon re-incarnated in Baltimore on Live 105.7, a talk station, also owned by CBS, where they embraced the legendary call letters and started playing alternative music during nights and weekends. HD Radio™ technology and Multicasting has created more room on the dial to bring back the well loved programming of the legendary radio station in full force. WHFS2, at 105.7-HD2, is programmed by staff of the original HFS. You'll hear the best alternative music from the '80s and '90s, performances from the famous HFStival, and exclusive live and acoustic performances from the old HFS archives. The most recent news is that HFS2 will feature live jocks from 8AM to 1PM each day. Program Director Dave Labrozzi says, "We're thrilled with what we're doing on HFS2 and we're seeing growth. It's great to have the heritage there and fill that void." Relive the HFS days by listening online at www.whfs2.com or in Baltimore at 105.7-HD2 with an HD Radio receiver.

New HD Radio™ Alliance Formed in Europe. European broadcasters are the next to form an alliance to promote and support the deployment of HD Radio technology. "We are excited to see broadcasters in Europe join their colleagues in Brazil and the U.S. in forming their own HD Radio Alliance," said Robert Struble, president and CEO of iBiquity Digital Corporation, developers of HD Radio technology. "Europe continues to be at the forefront of international HD Radio deployment, and we look forward to working closely with this group in their efforts to promote HD Radio technology to a wider audience."

Swiss broadcasters embrace the benefits of Multicasting. Radio Sunshine is a private commercial music radio station in Central Switzerland. They feature Radio Energy Zurich on HD-2 and Comedy on HD-3. Markus Ruoss of AG Rouss, says, "Local radio has to become digital and diversified, but even with the new DAB+ (Digital Audio Broadcasting), it seems there is no efficient economically viable solution for local broadcasters." This is why Radio Sunshine and Ruoss AG engaged themselves in the digitalization of the FM-Band, running the first long term FM-HD Radio field trial in Europe. "Our HD Radio test listeners, as well as the existing FM-listeners, are happy with the coverage and the quality. It seems very clear that just going digital will not do the job. New programming and new features like Surround Sound, Visual Radio and more will be necessary for an economical long term future." www.hd-radio.ch or www.ruossag.ch.

The Fab Format, 98.7-HD2, Switches to Oldies Radio in Dallas. The Beatles were not necessarily fab enough for KLUV (recently switching to Oldies) which formerly featured all Beatles tunes and exclusive content at 98.7-HD2. "There are two reasons we switched from The Fab Format to Oldies Radio," says Peter Zolnowski, PD of KLUV. "First is the very recent decision by the HD (Radio) Alliance to allow commercial sponsorships on HD-2 signals. We feel the Vintage Oldies format is an easier combo sale with our HD-1 format. The second is the fact that we could not stream the Fab Format (restrictions on number of songs-in-a-row by one artist). We will be able to stream our Oldies Radio format." Oldies Radio will feature the early hits of Rock & Roll, including artists like Elvis, Chuck Berry, The Drifters and others that dominated the charts between the Big Bands and the Beatles. The change was a business move and the station believes it will be very successful in both making the audience happy and providing a new revenue stream. Peter Z says, "It's my belief that the new format choice is more likely to drive sales of HD Radio receivers. These are disenfranchised listeners who cannot hear this music on any other station on the dial...AM or FM...and they have the discretionary dollars to buy the receivers." Get more at www.kluv.com and listen in Dallas at 98.7-HD2.

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