

**FOR IMMEDIATE RELEASE**

April 16, 2005

**CONTACT**Dennis Wharton  
(202) 429-5350Jeff Joseph  
(703) 907-7664**NRSC Approves Digital Radio Broadcasting Standard**

LAS VEGAS, NV - Today in a meeting held during the NAB2005 Convention, the National Radio Systems Committee (NRSC) approved an in-band/on-channel (IBOC) digital radio broadcasting standard for the United States. The adoption of this industry standard (NRSC-5) will pave the way for the radio industry to accelerate its transition to digital broadcasting. Digital radio broadcasting is expected to offer a wide variety of new entertainment, information and data opportunities for broadcasters, receiver manufacturers, service providers and consumers.

Charles Morgan, NRSC Chairman, said "Today's action by the NRSC will expand the possibilities for FM broadcasters, providing improved quality signals plus multicasting and enhanced datacasting opportunities." Milford Smith, NRSC DAB Subcommittee co-chairman (and recipient of the 2005 NAB Engineering Achievement award for Radio) added, "AM broadcasters and their listeners will be amazed by the quality improvement. AM broadcasts minus the noise and static that typically plague the band is an astounding technological breakthrough for listeners." Mike Bergman, NRSC DAB Subcommittee co chairman said, "Consumers can look forward to exciting new products as a result of this industry milestone." Paul Feinberg, IBOC Standards Development Working Group Chair added, "In addition to new program streams, song title and artist information along with other text and visual data available on new products are sure to wow consumers."

For more than a decade the NRSC has investigated a variety of digital radio broadcasting technologies including those by Mercury Digital, Amati, Lucent Digital Radio, USA Digital Radio and others. Today's sole survivor, iBiquity Digital Corporation, was formed in 2000 following a merger of Lucent Digital Radio and USA Digital Radio.

The technology specified by the NRSC-5 standard was developed by iBiquity and has undergone extensive testing and evaluation under the guidance of the NRSC. The FCC has given broadcasters interim authority to implement iBiquity's HD Radio™ system, which is a specific implementation of NRSC 5. The FCC is expected to use this NRSC standard as it crafts final rules for digital radio broadcasting for the AM and FM broadcast bands.

**About NRSC:**

The National Radio Systems Committee (NRSC) is jointly sponsored by the National Association of Broadcasters (NAB) and the Consumer Electronics Association (CEA). Its purpose is to study and make recommendations for technical standards that relate to radio broadcasting and the reception of radio broadcast signals. The NRSC is a vehicle by which broadcasters and receiver manufacturers can work together towards solutions to common problems in radio broadcast systems.

Anyone who has a business interest in the technology being investigated by the NRSC is welcome to join the Committee and participate in its activities. Members of the NRSC are generally engineers, scientists, or technicians with in-depth knowledge of the subject being studied. In order to promote the free exchange of ideas during Committee work, members of the press are not allowed to attend NRSC meetings. However, members of the press are free to contact Committee chairpersons, NAB, or CEA with general questions about meetings. NRSC meetings are held on an as-needed basis, and NRSC members must participate at their own expense.

**About NAB:**

The National Association of Broadcasters is a full-service trade association that promotes and protects free, over-the-air local radio and television stations' interests in Washington and around the world. NAB is the broadcaster's voice before Congress, federal agencies and the courts. NAB also serves a growing number of associate and international broadcaster members. Information about NAB can be found at [www.nab.org](http://www.nab.org).

**About CEA:**

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the consumer technology industry through technology policy, events, research, promotion and the fostering of business and strategic relationships. CEA represents more than 1,800 corporate members involved in the design, development, manufacturing, distribution and integration of audio, video, mobile electronics, wireless and landline communications, information technology, home networking, multimedia and accessory products, as well as related services that are sold through consumer channels. Combined, CEA's members account for more than \$90 billion in annual sales. CEA's resources are available online at [www.CE.org](http://www.CE.org), the definitive source for information about the consumer electronics industry.

CEA also sponsors and manages the International CES - Defining Tomorrow's Technology. All profits from CES are reinvested into industry services, including technical training and education, industry promotion, engineering standards development, market research and legislative advocacy.