

FOR IMMEDIATE RELEASE

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**NRSC REVISES AM STANDARDS AND ADOPTS
NEW GUIDELINE DOCUMENTS**

CHARLOTTE - The National Radio Systems Committee (NRSC) today adopted two NRSC Guidelines and two newly revised NRSC Standards and retired an AM radio receiver standard. The NRSC is a technical standards-setting body co-sponsored by the National Association of Broadcasters (NAB) and the Consumer Electronics Association (CEA).

The AM Broadcasting (AMB) Subcommittee adopted the first-ever NRSC Guideline, NRSC-G100, *Bandwidth Options for Analog AM Broadcasters*. This document is a guideline for broadcasters who desire to operate their AM facilities with audio bandwidths below 10 kHz, and offers a thorough explanation of why reduced AM bandwidth may be advantageous.

Additionally, the AMB Subcommittee adopted NRSC-1-A, *NRSC AM Preemphasis/deemphasis and Broadcast Audio Transmission Bandwidth Specifications*, and NRSC-2-A, *Emission Limitation for AM Broadcast Transmission*. These are revisions to previously adopted NRSC Standards, as a result of the NRSC's periodic Standards review process. NRSC-3, *Audio Bandwidth and Distortion Recommendations for AM Broadcast Receivers*, was retired because it has not been widely adopted.

NRSC-G200, *Harmonization of RDS and IBOC Program Service Data (PSD) Guideline*, was adopted by the Digital Radio Broadcasting (DRB) Subcommittee. This Guideline discusses specific text message features of the NRSC's in-band/on-channel (IBOC) digital radio (NRSC-5-A) and RBDS (NRSC-4-A) Standards, and defines an intended usage that will allow broadcasters to send, and receivers to display, common information independent of whether the data signal is being received from IBOC or RDS.

These documents will be available free-of-charge on the NRSC's web site at www.nrscstandards.org, following a final, procedural review which will take approximately four weeks. Additional information about the NRSC, including information on becoming a member, is also available on the web site.

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 2,100 corporate members involved in the design, development, manufacturing, distribution and integration of audio, video, mobile electronics, wireless and landline communications, information technology, digital imaging, 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 \$140 billion in annual sales. CEA's resources are available online at 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.

About NAB:

The National Association of Broadcasters is a trade association that advocates on behalf of more than 8,300 free, local radio and television stations and also broadcasts networks before Congress, the Federal Communications Commission and the Courts. Information about NAB can be found at www.NAB.org.