



FOR IMMEDIATE RELEASE

February 9, 2007

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**NRSC PUBLISHES EDUCATIONAL DOCUMENT ON
SURROUND SOUND AUDIO OVER IBOC DIGITAL RADIO**

-- Aids FM broadcasters considering implementing surround sound --

ARLINGTON, VA - The National Radio Systems Committee's today released an educational document entitled "Broadcasting Surround Sound Audio over IBOC Digital Radio - Issues and Resources for FM Broadcasters." This document is intended as an aid to FM radio broadcasters as they consider how to enhance their in-band/on-channel (IBOC) digital radio broadcast services beyond 2-channel stereo audio to accommodate multichannel (or surround sound) capability. It does not make specific recommendations, but rather serves as a guide to the numerous issues that FM broadcasters will encounter in such a transition.

Commenting on the release of this document, John Marino, vice president, Science & Technology for the National Association of Broadcasters (NAB) said "We realize that many FM broadcasters are seeking new ways to enhance their programming. Surround sound is an option and with the release of this document by the NRSC the broadcast industry will have up-to-date information regarding the implementation of this exciting audio technology."

"This new publication will help broadcasters and receiver manufacturers understand the different methods for implementing surround sound audio in the FM band," said Brian Markwalter, vice president, Technology and Standards for the Consumer Electronics Association (CEA). "Implementation of surround sound by radio broadcasters and receiver manufacturers will further increase the impact of this technology in our daily lives," said Markwalter.

The National Radio Systems Committee (NRSC) is jointly sponsored by the National Association of Broadcasters (NAB) and 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 interested in obtaining this document may download it from the NRSC's web site at <http://www.nrcstandards.org/DRB/misciboc.asp>.

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.

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