



Broadcasters Form European HD Radio™ Alliance

Lucerne, Switzerland, 22 October, 2007 – Leading European radio broadcasters today announced the formation of the European HD Radio Alliance, an organization designed to promote and support the deployment of HD Radio technology throughout the continent. The European Alliance joins the Brazilian Alliance for Digital Radio, which was formed in November 2006, and the U.S.-based HD Digital Radio Alliance formed in December 2005.

The first meeting of the European HD Radio Alliance took place October 4 in Lucerne, Switzerland, during which time the following officials were unanimously elected:

- Chairman - Juerg Bachmann, Energy Zurich, Switzerland
- Vice Chairman – Andriy Karpiy, First Ukrainian Radio Group, Ukraine
- General Secretary – Markus Ruoss, Ruoss AG und Radio Sunshine, Switzerland
- General Director – Andrea Sentinelli, Data Technology Consulting (DTC), Poland
- Secretary – Perry Priestly, Director, International Broadcast Business Develop, iBiquity Digital Corporation

“With a number of countries in Europe testing or deploying HD Radio technology, we believe that now is the right time to form an organization to share our experiences and help coordinate our collective marketing efforts,” said Juerg Bachmann, Chairman, European HD Radio Alliance. “We look forward to working together to raise awareness of HD Radio technology, and its many benefits for European broadcasters and consumers.”

The European HD Radio Alliance meeting coincided with the “HD Radio Days” event in Lucerne, Switzerland. In this year’s second annual event, managers of the HD Radio field trial in Central Switzerland hosted over 200 specialists from 13 countries. HD Radio Days featured presentations from prominent speakers on both the regulatory and commercial sides of the broadcast industry who discussed the latest developments in HD Radio broadcasting. HD Radio workshops were also held on topics such as surround-sound, addressability and the Electronic Program Guide.

“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, developer of the 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.”

The HD Radio™ system is the digital standard for AM /FM radio stations. Ready to quickly and economically implement today, HD Radio technology enables stations around the world to upgrade to crystal-clear digital sound, offer more channels of content and new data services, while remaining in their current frequencies. The only technology approved by the Federal Communications Commission for digital AM and FM broadcasting in the United States, HD Radio technology is currently used by more than 1,500 stations in that country.

HD Radio technology is intended for worldwide adoption. The International Telecommunication Union (ITU) has adopted Recommendation ITU-R-BS.1514, which endorses iBiquity's AM IBOC technology as a standard for digital broadcasting in the bands below 30 MHz. The ITU also has developed a preliminary draft recommendation endorsing iBiquity's FM IBOC system (referred to by the ITU as Digital System C) as a standard for digital broadcasting above 30 MHz. A draft revision to Recommendation ITU-R-BS.1114-2 adds Digital System “C” as an approved digital system. The European HD Radio Alliance is participating in the European standardisation and approval process (ETSI/ITU) and will issue regular bulletins on the status of technical developments, statutory regulation, and frequency planning.

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