

January 30, 2012



# Radio TechCheck



The Weekly NAB Newsletter for Radio Broadcast Engineers

## HD Radio™ 101 – Making it Happen at Your Station

This year at the NAB Show, NAB Technology and NAB Radio will present an HD Radio workshop. “HD Radio 101” is scheduled for Monday, April 16, from 10:30 a.m. – 5:00 p.m. at the Las Vegas Convention Center.



Case studies will address business and engineering details related to making the transition to HD Radio broadcasting.

The program is being presented in two sections – one for non-technical management and one for engineers:

### **Part 1, 10:30 a.m. – 1:00 p.m. Focusing on What Managers/Owners Need to Know about HD Radio**

- *Why invest in HD Radio for your station*
- *Success stories from HD Radio stations*
- *The opportunities with HD Radio for your station*
- *Total cost to add HD Radio to your station*
- *Future costs to operate*
- *Financing HD Radio hardware*
- *The outlook for HD Radio*

### **Part 2, 2:00-5:00 p.m. Focusing on Technical Implementation for Engineers**

- *Currently available hardware and software*
- *Updating existing station facilities for HD Radio*
- *Engineering case studies and lessons learned from broadcasters*
- *Planning for implementation at your station*
- *Budgeting*

The workshop will address all details pertaining to a successful implementation strategy for HD Radio technology. Non-technical issues will be covered along with actual facility design and implementation case studies from broadcasters who have met the challenge. The objective of the workshop is to provide in-depth education on HD Radio from management and engineering perspectives.

Anyone considering HD Radio for their station will find the case studies to be valuable decision-making tools. Even existing HD Radio operators will benefit from updated presentations covering the most recent developments for this important radio technology.

Additional details along with registration information on this special HD Radio workshop will be available shortly on the NAB Show website [www.nabshow.com](http://www.nabshow.com).



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