Hybrid Radio Session at the Radio Show

Next week's Radio Show (September 19-21, Dallas, TX) has a lot to offer radio broadcast engineers, including an exciting session on Thursday, September 20 from 1:30-2:45 p.m. discussing the topic of "hybrid radio." This session will focus on how Internet-connected radio devices, stationary and mobile, can make use of the Internet to greatly enhance the listener's media experience and make radio more competitive with today's Internet-only digital audio platforms.

A panel of three leading industry experts has been put together to talk about some of the details of hybrid radio technology as well as where trends in the near future may lead. Panelists, shown in the photos below (from left to right) are:

● **Joe Harb, CEO, Quu Interactive, Mercer Island, Wash.** – Joe is the founder of Quu Interactive, an innovative company which is involved in a variety of radio-enhancing technologies using the Internet and connected devices. One of Quu's technologies involves having a listener's computer pull existing music videos from the Web into their PC, within a radio station's browser graphics, in sync with the station's live over-the-air playlist. Quu is focused on delivering revenue to radio stations and createing new synchronized methods of advertising across RDS, HD Radio technology, and mobile broadband.

● **Ben Husmann, Director of Product Development, Emmis Interactive, Chicago, Ill.** – Ben oversees the software design and development of the Emmis Interactive Tagstation, which provides radio broadcasters with an easy-to-use way to deliver the kind of artist experience today's consumers expect, whether it's in the dashboard or on a smartphone. Ben was heavily involved in the development of the "app" for the HD Radio in Smartphone project which was funded in part by NAB Labs and debuted at this year's NAB Show (see the April 23, 2012 issue of *Radio TechCheck* for additional information on this project).

● **Nick Piggott, Chairperson, RadioDNS, London, U.K.** – Nick is Head of Creative Technology at Global Radio (U.K.) and Chair (and one of the founders) of the RadioDNS Project, an open technology project that lets broadcast radio and IP work together, combining the power of broadcasting to reach many people and the power of the Internet to deliver enhanced or personalised content. RadioDNS is promoting an open and standardized approach to hybrid radio. The belief is that this approach will grow a larger, richer ecosystem around hybrid radio functionality, and one that will be attractive to global manufacturers of devices like smartphones and connected car radios. In the Radio Show session, Nick will be presenting

what the project has achieved to date in terms of standardization, implementation in devices, services being provided by broadcasters in countries around the world, and some of the commercial opportunities of hybrid radio.

Moderating this session will be David Layer, Senior Director, Advanced Engineering, NAB. A full description of the Radio Show technical program is available on the Radio Show website here.

Registration Open for 2012 IEEE Broadcast Symposium

Registration for the 2012 IEEE Broadcast Symposium is now underway. This year, the October 17-19, 2012 event's technical program includes more than 20 presentations from top industry leaders on cutting edge broadcast engineering topics, as well as half-day tutorial sessions on broadcast IP technology and broadcast engineering computer simulation tools.

In addition to technical presentations and tutorial sessions, this year's program features a panel discussion on broadcast towers and an update on the government's broadband plan, spectrum usage, and broadcast audio issues.

The Symposium also offers attendees the opportunity to network and socialize with their peers at evening receptions and luncheon programs. This year's luncheon keynote speakers are Kevin Gage, NAB's executive vice president and chief technology officer, and Sam Matheny, Capitol Broadcasting's vice president of policy and innovation. For those unable to attend in person, all Symposium sessions will be made available globally via live and archived streaming on the Internet. Also, up to 2.5 Continuing Education units (CEUs) are available to on-site attendees. Complete information is available on the Symposium website.

The three-day event will be held at The Westin Alexandria hotel in Alexandria, Va. Early registration is encouraged in order to take advantage of special rates which expire after Oct. 1, 2012. Special early bird hotel room rates are also available. For complete registration information, visit the organization's website at http://bts.ieee.org/broadcastsymposium.

Hilton Anatole – Dallas, Texas – September 19-21

This year's all new technology program covers issues that are important to all radio engineers. Change is occurring very quickly and impacting the ways we conduct business and generate revenue. "It's not your father's radio station anymore…" is more appropriate today than ever. Technology is moving consumers to new platforms and generating competition for our products. We have assembled a program of sessions and discussions developed specifically for radio professionals who need to keep up with regulatory issues, HD radio developments, disaster preparedness and new Hybrid Radio technologies. You will have ample time to network with your peers and meet with Radio Show exhibitors who can assist with your technical challenges and offer fresh insights and solutions.

The Marketplace at the Radio Show will showcase a robust exhibit floor, packed with products and services to drive your business forward. Also the hub for a variety of special events, the Marketplace gives conference attendees the opportunity to grow key business relationships, network with industry partners and explore what's on the horizon for radio.

The Marketplace is also the venue for the Opening Reception, Super Sessions, a special Thursday lunch buffet, a Networking Lounge and coffee breaks.

Registration details and more are available online at www.radioshowweb.com. See you in there!

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