NAB Radio TechCheck
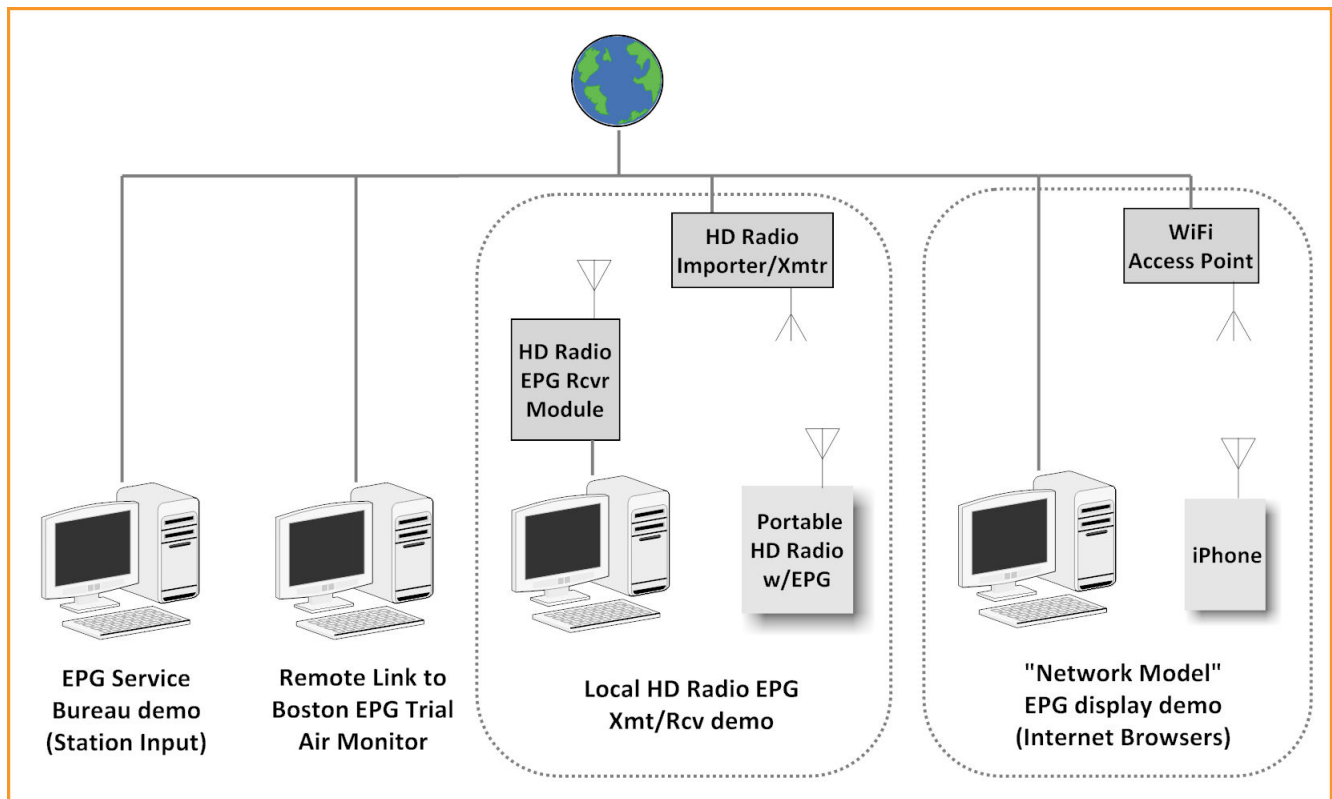
HD Radio EPG at the NAB Radio Show

Next week's NAB Radio Show™ (Philadelphia, PA, September 23-25, 2009, www.nabradioshow.com) provides a perfect opportunity to showcase some of the results from the NAB FASTROAD HD Radio electronic program guide (EPG) project. Through the FASTROAD (that's Flexible Advanced Services for Television and Radio On All Devices, www.nabfastroad.org) technology advocacy program, NAB has been funding the development of business requirements, system architecture and specifications of an HD Radio-based EPG for local radio broadcasters (see the August 3, 2009 issue of *Radio TechCheck* for additional information on this project).

In the Radio Show exhibit hall (booth 310), the project team of BIA Advisory Services (Chantilly, Va. www.bia.com), Broadcast Signal Lab (Cambridge, Mass., www.broadcastsignallab.com), and Unique Interactive (London, UK, www.uniqueinteractive.co.uk) will be demonstrating various aspects of the HD Radio EPG system which they have developed. Four specific demonstrations will be available (see diagram below):

- **EPG service bureau demo** – a number of the EPG system "models" developed by the FASTROAD project team involve use of a "service bureau" which collects EPG data from stations on a market-wide (or broader) basis, then organizes this data and sends it back to the stations in a format suitable for transmission over the HD Radio advanced data services channel. In the booth at the show, a demonstration of the EPG service bureau interface located at the radio station will be given, highlighting

how the station uses/edits the EPG database, then uploads this data and other necessary parameters to the service bureau;

- **Remote link to Boston field trial** – since July of this year, a live EPG field trial has been underway in the Boston, Mass. radio market. Stations from the markets adjacent to Boston, including Worcester, Mass. and Providence, R.I. are also involved, showing how an HD Radio EPG can serve listeners as they travel. At the show, a live EPG monitor running on a computer in Boston will be mirrored to the Radio Show booth via remote desktop connection, showing EPG data received off-air from the field trial. This demo highlights what is called the "shared" EPG model, in which one or more "bearer" stations transmit EPG data for all other participating stations in the market;

- **EPG transmitter/receiver demo** – an HD-Radio Importer and transmitter will be in the booth, connected to a "dummy load" and feeding a signal (with EPG data) directly into two receivers – an iBiquity EPG-enabled prototype receiver (a PC peripheral implemented on a printed circuit board) and a prototype EPG-enabled portable HD Radio receiver being developed by consumer electronics manufacturer Cydle Corp (www.cydle.com). Here, the "parochial" model of EPG service will be highlighted, in which each station transmits only its own EPG data, including all multicast services the station may carry;

- **EPG Web browser demo** – in addition to the over-the-air broadcast of EPG data using the HD Radio advanced data services channel, the Boston field trial also includes a demonstration of how local station EPG information can be made available over the Internet for display on a PC or a Web-connected mobile device (such as an iPhone). Shown in the booth will be PC and iPhone displays of EPG data from an EPG service bureau Web server. This demonstration highlights one aspect of the "network" EPG model whereby a general EPG resource on the Internet is filtered by information about the listener's location, so that the device being used to obtain the EPG information (in this demo, the PC and iPhone) can obtain localized EPG data from a master database.

A Radio Show conference session on the HD Radio EPG project will also be held, on Wednesday, September 23, 2009 from 2-2:30PM in room 201B of the Pennsylvania Convention Center. In this session, results of lab and field trials of the NAB FASTROAD HD Radio EPG project will be discussed by the EPG project team, including Rick Ducey, Chief Strategy Officer, BIA Advisory Services, Adrian Cross, Software Development Team Leader, Unique Interactive, David Maxson, Principal, Broadcast Signal Lab, Skip Pizzi, Media Technology Consultant, and Steve Riggs, Consultant, Broadcast Signal Lab.

2009 NAB Radio Show Engineering Program

This year's three-day NAB Radio Show Engineering Program focuses on planning, building and maintaining an IP-based radio facility, operating under emergency conditions, computerized antenna modeling, preventing tower failures, datacasting opportunities and much more. Our engineering sessions are presented in a workshop-type environment where you have ample time to ask questions and interact with experts and your industry peers.

The relaxed atmosphere of the NAB Radio Show means you always have plenty of time to network with exhibitors. You'll learn about their latest products while enjoying lunch and snacks on the show floor. For busy radio engineers, the NAB Radio Show is an excellent way to advance your technical education and maintain your edge in an increasingly competitive business. The Engineering Program is sponsored by Stainless, LLC.

2010 NAB Show Call for Speakers
Call for Technical Papers – NAB Broadcast Engineering Conference

The 2010 NAB Show will host the 64th Broadcast Engineering Conference. This world-class conference addresses the most recent developments in broadcast technology and focuses on the opportunities and challenges that face broadcast engineering professionals. Each year hundreds of broadcast professionals from around the world attend the conference. They include practicing broadcast

engineers and technicians, engineering consultants, contract engineers, broadcast equipment manufacturers, distributors, R&D engineers plus anyone specifically interested in the latest broadcast technologies.

Do you have something to share?
If you feel qualified to speak at the NAB Broadcast Engineering Conference, we invite you to submit a technical paper proposal. Not all acceptable submissions can be included in the conference, due to the large number of submissions that are received and the limited number of available time slots.

The deadline for submitting your proposal is **October 23, 2009.** If you have any questions, contact John Marino, VP Science and Technology at 202 429-5346.

NAB Broadcast Engineering Conference Committee Meets to Begin Planning for 2010
The NAB Broadcast Engineering Conference (BEC) Committee met at NAB headquarters on September 9 to begin planning for the 2010 NAB Broadcast Engineering Conference. (Pictured left to right front row): Joe Snelson, BEC Committee Chairman, Meredith Broadcasting Group; Jeff Smith, Clear Channel Radio – NYC; Jim Kutzner, PBS; Dom Bordonaro, Cox Radio.; Thomas Hankinson, ABC; (back row); David Folsom, Raycom Media, Inc.; SBE Representative, John Poray; Andy Laird, Journal Broadcast Group; Michael Cooney, Beasley Broadcast Group, Inc. BEC Committee member not pictured is Glenn Reitmeier, NBC Universal and SBE Ennnes representative Fred Baumgartner.

PLAN TO ATTEND!
The IEEE Broadcast Technology Society
59th ANNUAL BROADCAST SYMPOSIUM
14 -16 October 2009
The Westin Alexandria
Alexandria, VA, USA
www.ieee.org/bts/symposium

Reduced Price on NAB Engineering Handbook, 10th Edition
Now Through September 15

For a limited time, you can purchase The *NAB Engineering Handbook* from the NAB Store for only $159 (Book & CD) with the promo code: *TechCheck* (applied at checkout). The offer expires September 15, 2009.