

HD Digital Radio Test Drive

Try HD Radio transmission in your market for **6 MONTHS**

What's this 6-month Digital Radio Test Drive all about?

Revenue, ratings, & enhanced content for your audiences.

Busting the barriers for stations that have yet to try HD Radio broadcasting.

Finding out if HD Radio transmission will make a difference in your market and for your station.

With an easy, minimal cost, no-commitment option to turn on HD Radio transmission you'll:

- Test new revenue generating opportunities with your sales team.
- Experiment with new formats, languages, or even short-term, pop-up event stations.
- See the impact on listener retention and engagement when album art or graphics are displayed on the auto dashboard.
- Counter competing alternate media.
- Get real world market data based on up to 6 months of trial time.

What you'll need to get started:

1. Lease or purchase a GV2 or upgrade your GV transmitter to a GV2.
2. An Xperi Main Station or equivalent license and a signed trial agreement with Nautel.
3. Content for 1–4 channels delivered via Livewire or AES67.

That's pretty much it. Then it's "Just Add Audio"



Nautel will supply its award winning, software-based air chain as a download for your GV2. You'll have all-you-can-eat HD Radio capability with the ability to place your main channel on air in digital as well as up to 3 additional multiplexed channels.

Worry Free Transmission

Nautel has emerged the world's largest FM/AM manufacturer of radio broadcast transmitters with more than 20,000 deployments in 177 countries.

Issue 1.2

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About your 6-month trial*:

Your trial can run for up to 6 months and can start as soon as you install your GV2 or you can choose to start your trial at a later date or even a few years later.

At the end of the trial period, you can decide to continue with all or a partial implementation of your HD Radio deployment by purchasing or subscribing to Nautel's software-based air chain. Rest assured that the software-based air chain is about the most cost-effective implementation of HD Radio on the market today.

Alternatively, you may decide that HD Radio transmission isn't for you or at least not at this time. In that case your GV2 will default to traditional FM transmission, and you'll have no further costs related to Nautel's HD Radio offering. No matter what you decide after your test drive, you'll have a premium transmitter with outstanding efficiency, excellent support, and a 4-year warranty.

When can you get your GV2 and start your trial:

Everything you need to implement Nautel's Software-based Air Chain on a GV2 transmitter is shipping in volume today. Contact your Nautel sales contact for ordering details..

Things your broadcast engineer may want to consider:

Content will be supplied to the GV2 via LiveWire/AES67. If your station isn't using LiveWire, a Telos Alliance xNode may be required. The GV2 provides a Livewire/AES67 input dedicated to the Emergency Alerting Service that can cut in to all services FM to HD1-4 as required. Provision an input to the xNode for EAS if needed. Discuss your situation with the Nautel team.

Sizing your transmitter for an appropriate HD power injection level considering adjacent channels and digital coverage area goals. Discuss your power needs with the Nautel team.

*The program is currently focused on US and Canadian installations.
Talk to your Nautel representative if you would like to consider a trial in other locations. Other conditions apply. Conditions subject to change.

HD Radio™ broadcasting requires a license obtained directly by the broadcaster from Xperi

HD Radio is a trademarks of DTS.

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