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**NRSC to Begin IBOC DAB Standard Setting**

**Seattle, September 12, 2002** – The National Radio Systems Committee (NRSC) today formally began a process to set a technical standard for In Band On Channel (IBOC) digital audio broadcasting in the FM and AM bands. At today's NRSC DAB Subcommittee meeting the IBOC Standards Development working group was formed with the goal of drafting and adopting voluntary industry standards for FM and AM IBOC broadcast transmissions. iBiquity Digital Corporation, sole developer and proponent of IBOC technology, had requested that the NRSC launch this standard setting effort, stating their belief that IBOC will offer AM and FM radio broadcasters signal enhancements not presently available with analog broadcast signals.

In a letter to the NRSC, iBiquity praised the committee's work on IBOC technology. "The NRSC digital audio broadcasting subcommittee and its working groups provided an invaluable leadership role for the industry's efforts to test and evaluate both the FM and the AM IBOC systems in 2001 and 2002. iBiquity believes it would be a natural extension of that effort for the NRSC to embark upon a formal standard setting effort."

The FCC is now studying myriad technical data in a proceeding relating to IBOC and is expected to issue an initial action on terrestrial digital radio later this year. The NRSC will begin the standard setting process immediately by establishing a working group of cross-industry experts.

The NRSC is sponsored by the National Association of Broadcasters (NAB) and the Consumer Electronics Association (CEA). Its membership is composed of companies and individuals working in the areas of radio broadcasting and ancillary services, receiver development and manufacturing, broadcast equipment development and manufacturing, and consumer electronics. The NRSC's mission is to work toward the improvement of radio broadcasting and reception technology.

**About NAB:**

The National Association of Broadcasters is a full-service trade association that promotes and protects the interests of radio and television broadcasters in Washington and around the world. Its members comprise over 6,500 radio stations and more than 1,100 television stations including all the major groups. NAB is the broadcaster's voice before Congress, federal agencies and the courts. NAB also serves a growing number of associate and international broadcaster members and was instrumental in organizing and establishing the Russian trade organization that represents both private and public broadcasters in Russia. Information about NAB can be found on its Web site at [www.nab.org](http://www.nab.org).

**About CEA:**

The Consumer Electronics Association (CEA) represents more than 1000 corporate members involved in the design, development, manufacturing and distribution of audio, video, mobile electronics, wireless and landline communications, information technology, multimedia and accessory products, as well as related services that are sold through consumer channels. Combined, CEA's members account for more than \$80 billion in annual sales. CEA's resources are available online at [www.CE.org](http://www.CE.org), the definitive source for information about the consumer electronics industry.

CEA also sponsors and manages the International CES – Defining Technology's Future. All profits from CES are reinvested into industry services, including technical training and education, industry promotion, engineering standards development, market research and legislative advocacy.

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