



2500 Wilson Boulevard
Arlington, VA 22201-3834
(703) 907-7500
FAX (703) 907-7501



1771 N Street, NW
Washington, DC 20036-2891
(202) 429-5346
FAX (202) 775-4981

FOR IMMEDIATE RELEASE

NRSC RELEASES IBOC DAB REQUEST FOR PROPOSALS

WASHINGTON, DC – Monday, August 14, 2000 - The National Radio Systems Committee (NRSC) today has released a request for proposals (RFP) soliciting candidate system proposals in the NRSC Digital Audio Broadcasting (DAB) Subcommittee's in-band/on-channel (IBOC) DAB standards development process. The NRSC's goal in releasing this RFP is to identify any technology developers with sufficiently developed IBOC systems, not already involved in the work of the DAB Subcommittee, in order to afford all qualified candidates the opportunity to participate in the standards development process.

This action follows closely both the NRSC's recent release of two IBOC system evaluation reports at NAB 2000 in April, and its subsequent decision to embark upon a formal IBOC DAB standards development process. The evaluation reports concluded that the IBOC submissions analyzed by the NRSC earlier this year demonstrate a "reasonable probability of substantial improvement for broadcast listening compared to current analog performance in the AM and FM broadcasting bands." This conclusion was reached on recommendation of the Subcommittee's Evaluation Working Group (EWG) which was tasked with the detailed analysis of the IBOC submissions given to the NRSC by USA Digital Radio, Inc., (USADR) and Lucent Digital Radio, Inc. (LDR) in December 1999 and January 2000, respectively.

The full text of the RFP will be immediately available on the NRSC website (<http://www.nab.org/SciTech/nrsc.asp>). Responses to the RFP by interested parties must be received by the NRSC no later than 5PM on Friday, September 29, 2000.

The National Association of Broadcasters serves and represents radio and television stations and all the major broadcast networks.

CEA is a sector of the Electronic Industries Alliance (EIA). CEA represents more than 600 U.S. companies involved in the development, manufacturing and distribution of audio, video, mobile electronics, communications, information technology, multimedia and accessory products, as well as related services, that are sold through consumer channels. Combined, these companies account for more than \$60 billion in annual sales.

###