



FOR IMMEDIATE RELEASE

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NRSC GUIDELINE UPDATED TO INCLUDE NEW QUALITY MEASUREMENT TECHNIQUE FOR FM IBOC

-- Offers new, standardized technique for verifying quality of FM IBOC transmissions --

LAS VEGAS – The National Radio Systems Committee (NRSC) today adopted an update to an important NRSC Guideline document dealing with measurement of RF mask compliance for AM and FM HD Radio™ stations. The updated Guideline benefits broadcasters by defining new methods for identifying transmission problems. This will result in higher quality digital broadcast signals. The NRSC is a technical standards-setting body co-sponsored by the National Association of Broadcasters (NAB) and the Consumer Electronics Association (CEA).

NRSC-G201-A, NRSC-5 RF Mask Compliance: Measurement Methods and Practice, was adopted by the Digital Radio Broadcasting (DRB) Subcommittee which is co-chaired by Andy Laird, vice president and chief technology officer, Journal Broadcast Group, and Mike Bergman, vice president of new digital technologies, Kenwood USA. It was developed by the subcommittee's IBOC Standards Development Working Group (ISDWG) which is chaired by Dom Bordonaro, chief engineer, Cox Broadcasting - Connecticut.

Geoff Mendenhall, VP Transmission Research and Technology at Harris, and Harris' representative to the NRSC, led the ISDWG sub-group responsible for the updated portions of the Guideline, which describe a new, standardized method for determining the transmission quality of an FM IBOC signal called Modulation Error Ratio (MER). Broadcasters can use MER to assess the performance of their transmission facility and to potentially identify problems resulting in a less-than-optimum signal. This Guideline update is based upon measurement techniques described in a new "reference document" from iBiquity Digital Corporation entitled *Transmission Signal Quality Metrics for FM IBOC Signals*.

This updated Guideline will help the industry better understand MER as transmission and signal measurement equipment manufacturers are expected to soon offer the industry new and improved devices incorporating MER techniques. The document will be available on the [NRSC's Web site](#), following a final procedural review which will take approximately two weeks. Additional information about the NRSC, including information on becoming a

member, is also available on the web site.

About CEA:

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$172 billion U.S. consumer electronics industry. More than 2,000 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion and the fostering of business and strategic relationships. CEA also sponsors and manages the International CES - Where Entertainment, Technology and Business Converge. All profits from CES are reinvested into CEA's industry services. Find CEA online at www.CE.org.

About NAB:

The National Association of Broadcasters is a trade association that advocates on behalf of more than 8,300 free, local radio and television stations and also broadcasts networks before Congress, the Federal Communications Commission and the Courts. Information about NAB can be found at www.nab.org.

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