

**Creating Business Value with HD Radio™ Technology**



# iBiquity Digital Corp.

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**A company founded specifically to develop and implement HD Radio Technology**

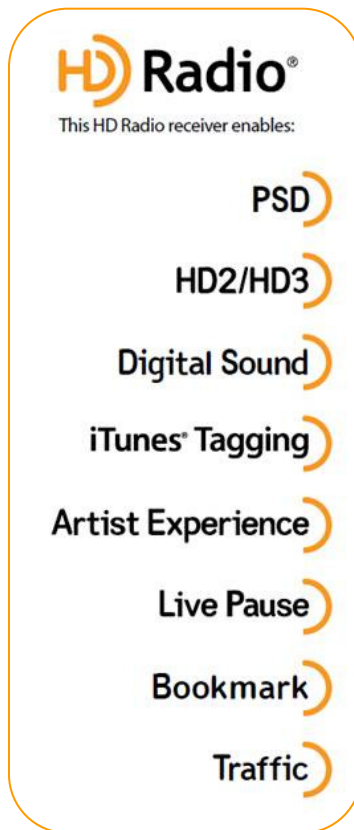
- **TEAM OF 100**
  - 40 Marketing and Business
  - 60 Engineers and Scientists
  
- **BUSINESS TEAMS**
  - Broadcaster
  - Receivers
  - Auto Makers
  - Retailers
  - Chip Suppliers
  - Data Applications
  - International
  
- **OFFICES**
  - Washington, DC
  - Basking Ridge, NJ
  - Detroit
  - Boston



# Summary

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- HD Radio Technology is firmly established and growing rapidly.
- HD Radio Broadcasting provides a digital pipeline to connected consumers; delivering interactive applications that change the traditional radio experience and create residual revenue streams. HD Radio Technology features:



- **PSD** – Program Service Data that appears on your radio display. For example the song title and name of the Artist.
- **HD2/HD3** – Extra FM channels adjacent to those you have always listened to are enabled. Thousands of HD2/HD3 channels are playing nationwide today.
- **Digital Sound** – HD Radio broadcasting delivers CD-like digital sound quality.
- **iTunes Tagging** – Enables you to tag a song that you discover while listening to HD Radio broadcasts. The songs you tag will appear on your personal iTunes account so that you can elect to buy them.
- **Artist Experience** – You’ll see cool images on your radio like photos of artists in studios, DJs doing their shows and album cover art.\*
- **Live Pause** – Allows a listener to pause and record up to 15 minutes of a live broadcast and listen later.
- **Bookmark** – You can save in the memory of your HD Radio receiver information that you’ve heard and want to be sure to remember.
- **Traffic** – HD Radio enabled real-time traffic is many times faster, thus more accurate and useful than traditional analog delivery.

\*Not available in all markets.

# HD Radio Value Proposition

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**HD Radio Technology is the DIGITAL evolution of analog AM and FM radio and offers your customers:**

- **Better Audio Quality**
  - Digital FM sounds like a CD
  - Digital AM sounds like today's FM Stereo
  - Digital broadcasting eliminates the interference of static, hiss and pops
- **More Choices with HD2/HD3 Channels**
  - Through "Multicasting" stations can use the same dial position to offer up to 4 audio or data streams today and up to 8 in the future.
- **Ease of Use**
  - Based on the same user interface as today's radio as well as the same antennas and tuners
  - It is the only FCC approved means of digital AM/FM broadcasting so there are no consumer service provider or hardware questions
- **Subscription Free!**
- **Advanced Features**
  - Artist and Song Title sent with most broadcasts
  - iTunes Music Tagging – ability to purchase your favorite songs
  - Artist Experience – Over the air images to displays
  - Pause, Store and Replay compressed audio
  - Data delivery, e.g. Traffic flow and incident information
  - Additional content like weather, gas prices or movie show times

# HD Radio Digital Services Available to Consumers

**Artist Experience**

**iTunes Tagging**

Hear! Tag! Buy! Enjoy!

**Live Pause**

**PSD** Program Service Data on the radio dial.

**HD2/HD3** More than 1,200 new, original channels. Dozens in major markets nationwide.

**Digital Sound** HD Radio broadcasting delivers crystal clear, CD like audio quality.

**Traffic**

**Bookmark**

**JVC**

# Market Scale

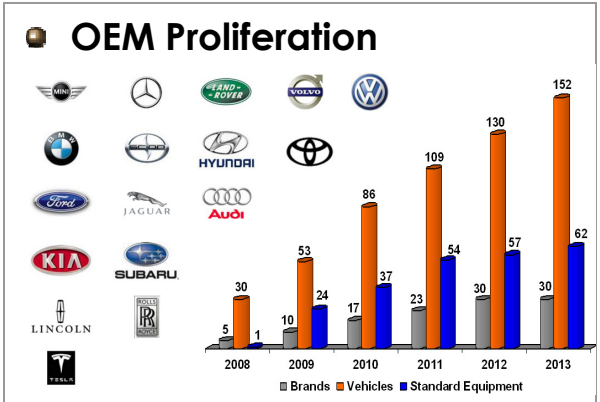
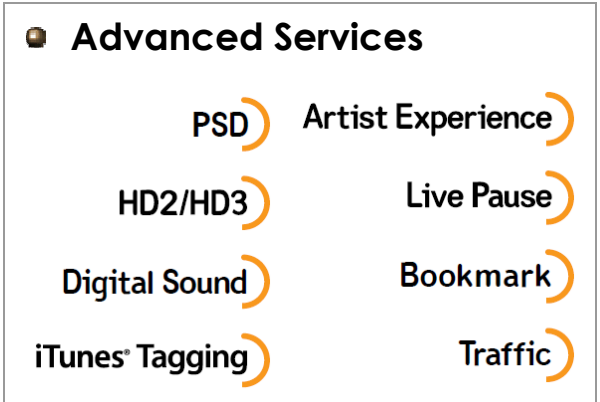
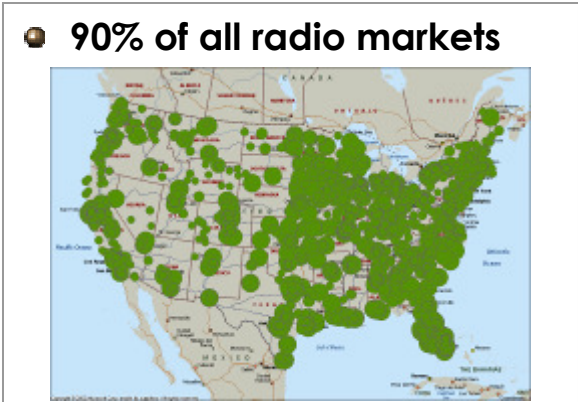
## Scale of the Broadcast Radio Industry is Important

- \$16 Billion industry
- 80 Million radios sold per year in the US
  - 40 Million Traditional
  - 25 Million Non-Traditional
  - 14 Million Automotive OEM
- 1 Billion Unit installed base
- Average of 7 per household
- 5 Consecutive years of audience growth
- The leading music discovery resource by a wide margin
- Significant growth prospects in handset/tablet sector



# Roll-out Update

## Reaching 90% of all radio listeners nationwide



## Rapid Progress: Product ● Price ● Place

# HD Radio Products Available Across All CE Categories

Many Major Brands\* – Over 100 models – All CE Categories

### Auto Aftermarket

JVC KD-HD55 (in-Dash) 	Alpine TUA-T550HD (In-car Head Unit) 	Jensen Mobile VM912HD (in-Dash) 
JVC KD-HD52 (in-Dash) 	Jensen Mobile VM9113 (in-Dash) 	Jensen Mobile 9512HD (in-Dash) 
JVC Arsenal KD-AHD59 (in-Dash) 	Jensen Mobile VM8013HD (in-Dash) 	Jensen Mobile VM8023HD (in-Dash) 
Kenwood KDC-HD942F (in-Dash) 	Jensen Mobile HD513 (in-Dash) 	Jensen Mobile 9022HD (in-Dash) 
Jensen Mobile HD512 (in-Dash) 	Jensen Mobile HD5112 (in-Dash) 	Jensen Mobile 9022HD (in-Dash) 
Dual XHD7714 (in-Dash) 	Dual XHD6420 (in-Dash) 	Jensen Mobile 9022HD (in-Dash) 
Dual XHD7728 (in-Dash) 	Dual XHD6425 (in-Dash) 	

### Home & iPod Docking Systems

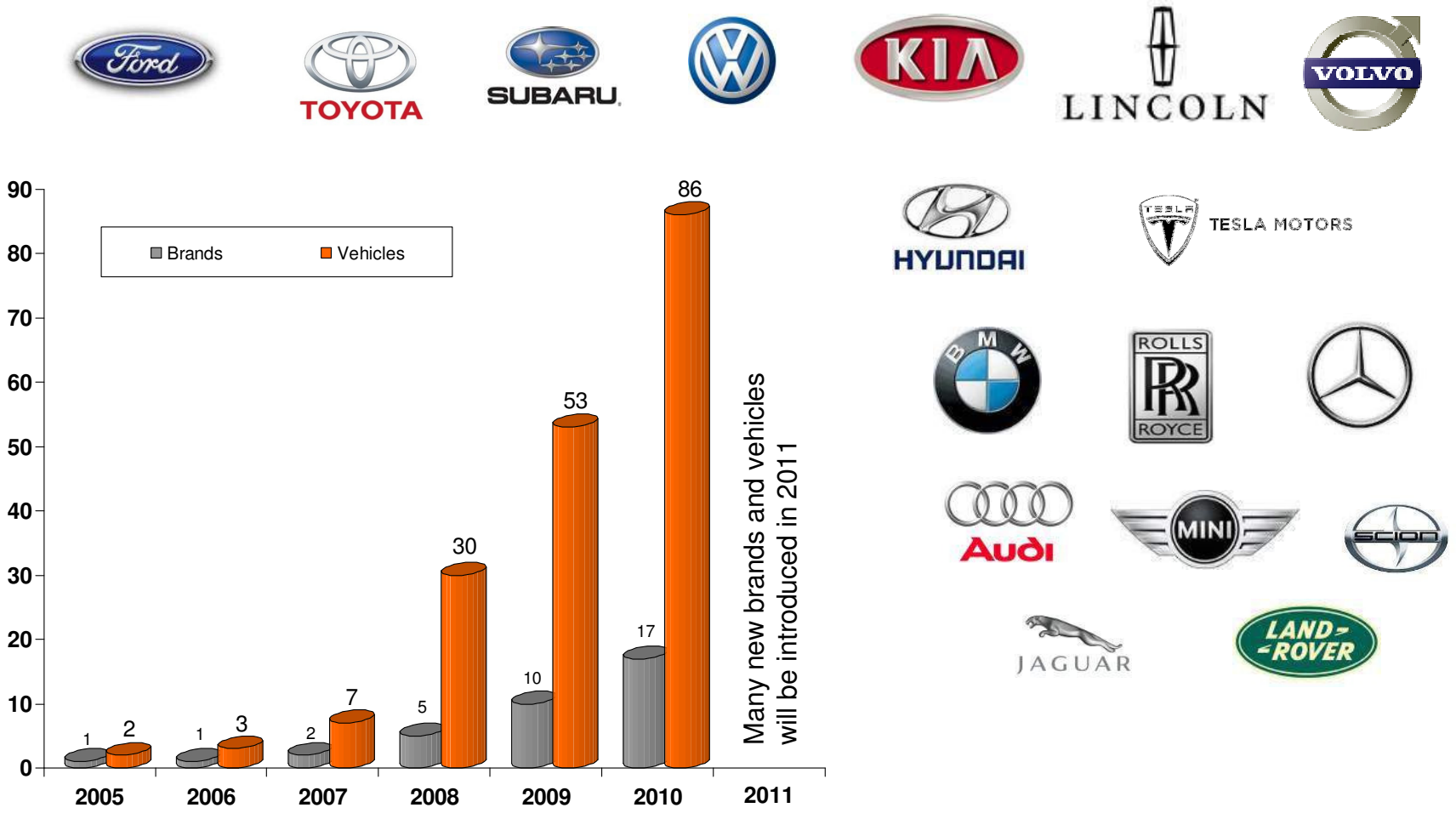
Sony XDB-S10HDIP (Docking System) 	JBL On Time 400HD (Docking System) 	Polk Audio iGonic Entertainment System 2 (Docking System) 
Teac HD-1 (Docking System) 	Kenwood HD171 (Docking System) 	Denon S-G2 (Docking System) 
Kenwood KDC-KT1 (Docking System) 	Iluv 1168 (Docking System) 	Gigaware 12-551 (Docking System) 
Yamaha RX-Z7 (HT) 	Yamaha RX-V1665 (HT) 	Yamaha RX-V1860 (HT) 
Denon AVR-A1HDC1 (HT) 	Denon AVR-4310Q (HT) 	Denon AVR-4310Q (HT) 

### Portable & Mobile

\*Note: Partial Listings.

# HD Radio Technology in Automobiles

17 Major Brands – 86 Vehicle Types



# Roll-out Update

## Continuing Strong Consumer Promotions

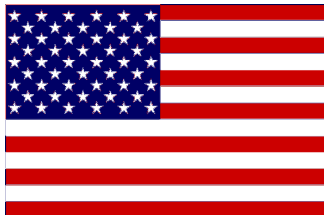
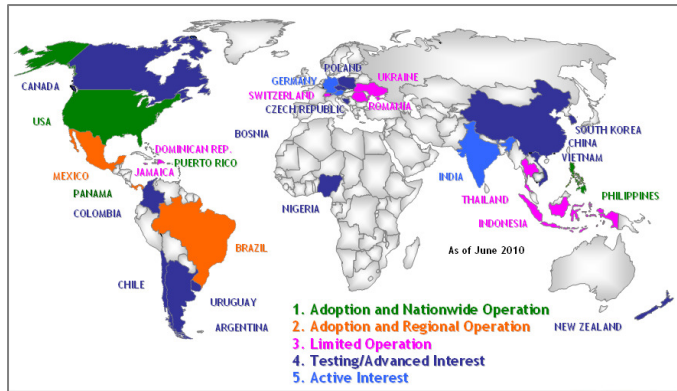
- \$110 Million of radio inventory committed for 2011
  - Drives consumers to dealerships and CE retailers
  - Supports HD Radio promotional programs – ie., Insignia & Aftermarket launches
  - Integrated web / texting / viral support programs



Strong Support From Leading Broadcast Groups

# Roll-out Update

## Significant Global Growth Opportunities



- Roll Out in full motion
- Fully authorized
- 300 Million people



Mexico

- Stations on the US borders authorized and on air
- Full country formal adoption pending
- 120 Million people



China

- Authorization pending
- 1.3 Billion people



Brasil

- Stations Broadcasting
- Full formal adoption pending
- 200 Million people

**2 Billion + Consumers In Vibrant Markets Worldwide**