



Events by Day

Saturday, April 14

BE HD Radio Technical Seminar

This is the annual technical event where engineers and others get up-to-date on the latest technologies, share their experiences and increase their odds of becoming heroes to everyone at their stations! Free to all interested broadcasters.

Time: 2pm until 4pm

Location: LVCC Room N211

Sunday, April 15

Implications of Advanced HD Radio Services on Station Workflow

BE @ The NAB Broadcast Engineering Conference

Presenter: Ray Miklius, BE VP Studio Systems

Panel: Multicasting for Radio

Time: 10:30am until 11am

Location: LVCC Room S226

Pre-correction Techniques for Radio Broadcast Transmitters

BE @ The NAB Broadcast Engineering Conference

Presenter: Richard Hinkle, BE VP Engineering & Technical Services

Panel: RF Implementation for HD Radio

Time: 2:30pm until 3pm

Location: LVCC Room S226

Monday, April 16

Networking and STL Issues When Implementing Multicasting for HD Radio

BE @ The NAB Broadcast Engineering Conference

Presenter: Richard Hinkle, BE VP Engineering & Technical Services

Panel: STL Bandwidth Requirements for Radio

Time: 11:30am until Noon

Location: LVCC Room S228

Building an HD Station I: From Studio to Antenna to the Bank

While this session is not BE-sponsored, it offers good information if you're transitioning your station or considering a future transition to HD Radio. NAB conference registration required.

Time: 1pm until 3:30pm

Location: LVCC N238

Live Demonstration of Messagecasting Production

We'll take you through a typical production sequence, from program syndication studio to the local station. Using TRE Producer, we'll create messages based on program segments in the day's NPR All Things Considered. Then, using TRE Message Manager, we'll interleave the show's text with messages for Las Vegas station KNPR. You'll see and hear how audio and text all come together on HD Radio displays when the program airs live. Repeated on Tuesday and Wednesday.

Time: 2:30pm

Location: BE Booth N7106

BE Sponsors the Official NAB HD Radio Reception in the Radio Hall

Come to network, have a drink and learn more about BE's unique HD Radio solutions.

Time: 4:30pm until 6pm

Locations: BE Booth N7106 and NAB Radio/Audio Stage

Tuesday, April 17

Building an HD Station II: Programming to Marketing and Beyond

While this session is not BE-sponsored, it offers good information if you're transitioning your station or considering a future transition to HD Radio.

NAB conference registration required.

Time: 9am until 11:30am

Location: LVCC N238

BE Presents: Where HD Radio Meets Creativity, Revenue and Technology

For those in radio station management, programming, promotions and sales, we'll present practical information on multi-platform and HD Radio, appropriate to those exploring, planning or in the midst of their transition. Learn about tools and techniques that can put you at a competitive advantage. Repeated Wednesday at 1:30pm.

Time: 2:30pm until 3:30pm

Location: NAB Radio/Audio Stage

Live Demonstration of Messagecasting Production

Repeat of Monday's event.

Time: 2:30pm

Location: BE Booth N7106

Wednesday, April 18

Improved Data-Follow-Audio in Multi-platform Radio

BE @ The NAB Broadcast Engineering Conference

Presenter: Neil Glassman, BE VP Strategic Marketing

Panel: Emerging Broadcast Technologies

Time: 10am until 10:30am

Location: LVCC Room S226

BE Presents: Where HD Radio Meets Creativity, Revenue and Technology

Repeat of Tuesday's presentation.

Time: 1:30pm until 2:30pm

Location: NAB Radio/Audio Stage

Live Demonstration of Messagecasting Production

Repeat of Monday's event.

Time: 2:30pm

Location: BE Booth N7106

Booth N7106 Highlights

Combined FMI T Series Tube Transmitters **1** Present Maximum FM+HD Radio Power

BE achieves 50 kW FM+HD Radio transmission power with high efficiency and unprecedented spectral integrity across the FM band.

FMI Solid State FM+HD Radio Transmitters Updated **1**

ESP™ error correction enables higher power output with greater overall efficiency.

AMD 10 DRM Exciter Module Debuts **2**

Compatible with all BE 4MX, A & E Series AM transmitters, this is the fastest, most economical path to DRM. Supports all DRM modes and provides for DRM or AM analog operation.

HD Radio Electronic Program Guide (EPG) **3**

HD Radio EPG will display main and multicast channel information to simplify searching for programs of interest. Familiar "cable-TV" interface scrolls by station and time. Commercial release of receivers in 2008.

Revenue Center for TRE Message Manager **3**

Management tools for selling a flight of message impressions are now included in TRE Message Manager. Messages can be on-air support text (advertiser phone number, coupon code, website address) or independent of audio content.

RT+ Enhancement of RDS for FM **3**

New RT+ Injector unit allows the BE RDi 20 RDS generator to create rich text on analog FM radios. Kenwood will display one of their latest, RT+ enabled auto units.

TRE Messagecasting Partners **3**

Jump2Go and Tuneify offer enhancements to The Radio Experience for building your listenership and revenue.

TRE Producer **3**

A new, free application to create and distribute message "playlists" for syndicated radio programs. Stations can interleave local branding, info and text advertisements.

AudioVAULT 9.5 Preview **4**

Enhanced for multicasting, this upcoming version features FlexScreen personalized interfaces defined by user, task, program, format, etc. Also includes more flexible voice tracking and transitions, plus improved hot-key integration.

HD Radio IDi Importer Dashboard V2.0 **5**

Enhanced GUI with bitrate "tachometers" on-console audio level controls and other ease-of-use features for managing all aspects of multicasting. Importer V2.0 offers performance improvements and more robust networking.

Peripheral Electronics Adds **5** HD Radio to Autos

Automotive Multimedia Gateway installs easily in OEM car systems for adding HD Radio to most autos in production. This is one more way to involve local car dealers in HD Radio promotion.

HD Radio Conditional Access

In partnership with NDS, located in NAB Booth N7137. Enables subscription services from one-time specials to full-time channels, as well as limited-access programming for the visually and hearing impaired.

Upgrade to HD Radio

Better. Cheaper. Faster.

BE has teamed with GE Capital Solutions to make it easier for you to move to HD Radio multicasting and Messagecasting—along with their potentials for increased listenership and revenue. GE will be at the BE booth at NAB to help craft individualized programs with the benefits of our unique financing approach.

