



HD Radio Receiver Evaluation Program

*A Joint Project of
NPR Labs
and
NPR Online Shop*

Jan P. Andrews

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Objectives

- Identify good-value radios
- Negotiate Group Buys for Station
 - pledge drives
 - promotional use
- Select products for NPR Online Shop

Working towards a "one stop shop" for HD Radio information and purchasing

Limitations of Evaluated Radios

- "Too soon" early prototypes
 - (too buggy)
- "Too late" pre-production units
 - (too late to incorporate feedback)
- Favorably-viewed units may not fit objectives
 - 'house brands' problematic
 - mobile receivers (installation issue)

“Team” Evaluation Process

- Reviewers gets dedicated time with each new product
- Evaluate the product for
 - User Interface
 - Audio Performance
 - Features
- Reviewer assigns an “overall rating” to the each model



Evaluation Process

- Team meets to discuss individual findings
- Team assigns consensus ratings
- Technical evaluation under refinement
 - currently focuses on receivers not based on the iBiquity "reference design"
 - (reference design is the heart of ~80% of available HD radios)
- Team recommends units that represent "good value" for public radio consumers

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Evaluation Process

- Functionality tabulated
- Performance rated
- Results provided and linked from the Labs website to the NPR Shop
- Periodic publication of “recommended lists”

Evaluation Process

- Findings shared with manufacturers
- Manufacturer never told about features and performance of competitors' products
- Ratings of rejected products not published
- Manufacturers informed why *their* rejected products were evaluated unfavorably



Influences Product Availability

- Labs often recommends enhancements for subsequent products
 - Some manufacturers appear to listen!
- Listings will be expanded with new products authorized for resale by Shop
 - expect new info by end of April/early May

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Weekend Edition
A Game
On the
Living on Earth
American RadioWorks
Morning Edition
Things Considered
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Public
9
Talk of the

Top Rated Products to Date

- Kenwood HR100TR



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Questions Suggestions?

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