

HD Radio™ Technology



What is HD Radio Technology?

- HD Radio Technology is your local AM and FM stations, now broadcasting in digital. It offers new extra local FM channels, crystal-clear sound, more music, news and sports – All Subscription FREE.
- Across the United States, there are more than 1,916 AM and FM stations now broadcasting with HD Radio Technology, and more than 1,058 new extra local FM HD2 and HD3 channels are also available.
- For a complete list of HD Radio stations currently broadcasting in the United States or to learn more about HD Radio Technology please visit <http://www.hdradio.com>.

How does it work?

- HD Radio Technology products work the same way as conventional radio, with a signal broadcast by a station and received by consumers in a specific area. However, instead of sending one analog signal, HD Radio stations send a bundled signal made up of both analog and digital.
- The digital signal is compressed, and when received by an HD Radio receiver, the signal is decoded into as many as THREE separate channels, each with unique programming, with more music news and sports to choose from.
- Because the signal is digital, the sound quality is significantly superior to that of traditional radio.

What are the benefits to the Scion driver?

- The driver and passengers in a Scion with HD Radio Technology will enjoy an enhanced in-vehicle experience.
 - FM sounds like CD quality, and AM sounds like today's FM
 - Crystal-clear static-free reception
 - HD2/HD3 channels featuring innovative content
 - Data displayed on-screen such as song, artist, breaking news, weather alerts, sports scores & much more
- Crystal-clear reception without the audio distortion, pops, static or hiss that characterizes regular analog signals.
- HD2/HD3 channels broadcast innovative new music and new sounds, keeping listeners on the forefront of what's new and what's happening.
- HD Radio receivers can display data on screen, from program data – like song, title and artist name – to additional information such as weather alerts and stock information to keep owners up to date as they travel.

Learn more at www.hdradio.com

For a demonstration of HD Radio Technology please visit
http://www.hdradio.com/how_does_hd_digital_radio_sound.php