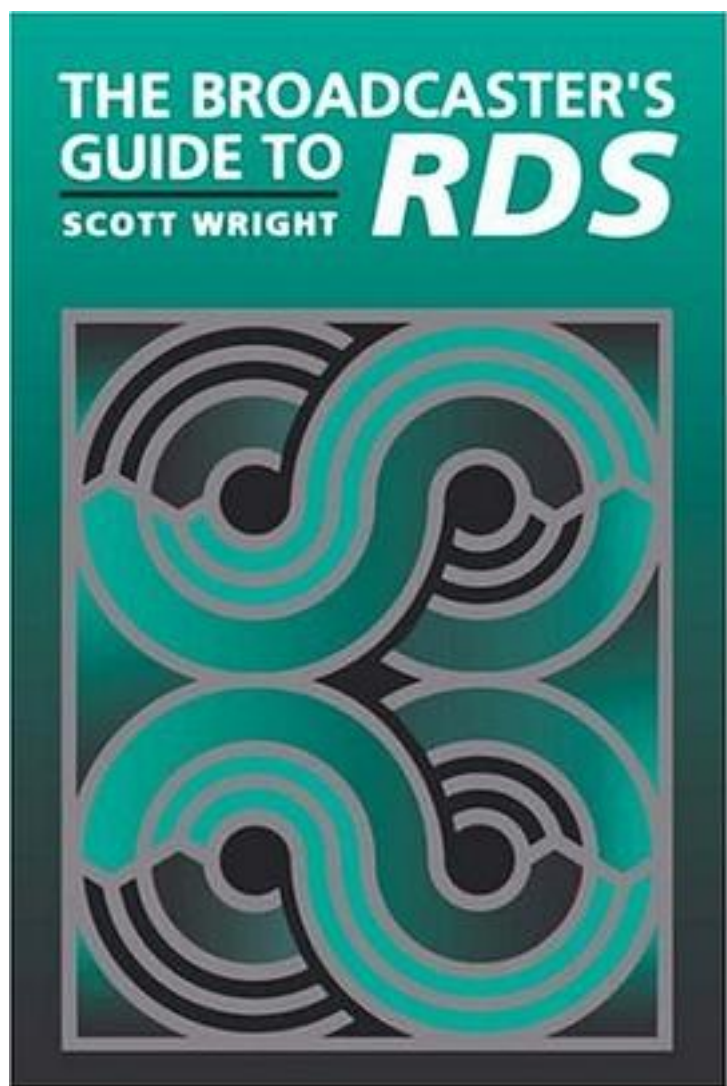# The Broadcaster's Guide to RDS

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著者:Scott Wright

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This handbook is intended to give the broadcast industry an authoritative guide to the Radio Data System (RDS), also called Radio Broadcast Data System (RBDS). Since the standard's adoption, about 700 stations have begun broadcasting RDS in the United States. There is a wide variety of encoding equipment with prices starting as low as $400, and over 30 models of RDS receivers have been introduced for

cars, home receivers, portable and even PC receivers. Automobile manufacturer's such as General Motors, Ford, Audi, and Porsch now offer RDS on new vehicles. Yet despite all the support equipment in place, the FM broadcaster has been reluctant to implement and utilize this service, mainly because of a lack of understanding of what RDS can do for the station.

This book finally provides the information required to understand RDS and its possibilities on a variety of levels, so that everyone involved in radio can make the most of it. Station owner, program director, salesperson, and talent alike will find the information he or she requires to maximize the possibilities of this new technology.

Each feature of the system is explained in terms of its practical implementation at the station, and interviews with broadcasters currently using the system add a hands-on perspective.

Scott Wright is a recognized pioneer in RDS development. As the

designer of Delco Electronics' first RDS receiver, he has been

extremely active in the development of the RDS standard in the US and

in efforts to educate the broadcast community about its potential. He

has represented Delco at the European Broadcasting Union's (EBU) RDS

Forum and is currently the Chairman of the National Radio Systems

Committee RBDS Subcommittee, the US standard-setting body. He is also

a member of the Electronics Industries Association's (EIA) RDS Forum.

- Authoritative sourcebook of information on RDS and its possibilities

- Easy-to-understand_allows all levels of broadcast personnel to

maximize the potential of this technology

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