



**iLAB America Inc.**

**For Immediate Release**

**iBiquity Partners with iLab America to Create Reference Designs for Digital HD Radio Products**

***Joint initiative will result in wider selection, lowered prices for HD Radio products***

**LAS VEGAS - International Consumer Electronics Show – January 5, 2005 –**

iBiquity Digital Corporation, the sole developer of digital HD Radio technology, and iLAB America, a leader in digital audio product designs, announced today that they are partnering to create reference designs for automotive, tabletop, and home HD Radio products. With an expected availability date of spring 2005, these reference designs will serve as the technical foundation for consumer HD Radio products and be accessible to all HD Radio licensees. The new HD Radio reference designs are designed for the OEM market and provide a fast-track solution for Consumer Electronics manufacturers to add HD Radio system solutions to their product lines.

“The creation of these reference designs will lower overall engineering expenses for companies as much of the difficult technical work will be done in advance. For HD Radio licensees, these designs can be used to help quickly enter market segments that might have otherwise been considered outside their niche. For others, it will help them gain entry to the HD Radio market where previously it was viewed as cost-prohibitive,” said Jeffrey Jury, chief operating officer, iBiquity Digital Corporation. “We expect to see HD Radio products using these reference designs reaching consumers before the end of 2005.”

“With its dramatically improved sound quality and datacasting capabilities, HD Radio technology is transforming consumers’ expectations of AM and FM radio,” said Wayne Boyle, president and CEO, iLAB America. “By partnering with iBiquity to develop a series of HD Radio reference designs, we are reducing the technical and production barriers for manufacturers bringing HD Radio products to the marketplace. Offering a

production-ready solution significantly reduces an OEM's time to market, helping them keep their competitive edge,"

#### **About iLAB America**

Founded in 1998, iLAB America, short for Integration Laboratories, develops state of the art Multiroom , Home Theater, and Pro Audio integration products for many of the A/V industry's most respected brands. iLAB America specializes in the design and development of Digital audio products such as HD Radio, USB, Dolby Digital, DTS, Qsound and virtual surround sound processors. iLAB America greatly simplifies and speeds the process of reaching the market for OEM's by providing a complete design to production solution through a single source. With manufacturing based in China and Singapore, iLAB America's competitive pricing can offer significant marketing advantages while maintaining the ease of communicating directly with its US-based office. For more information, visit: [www.ilabamerica.com](http://www.ilabamerica.com).

#### **About iBiquity Digital**

iBiquity Digital is the sole developer and licensor of HD Radio technology in the U.S., which is transforming today's AM and FM radio stations to digital, enabling radically upgraded sound, crystal-clear reception and new wireless data services. The company's investors include 15 of the nation's top radio broadcasters, including ABC, Clear Channel and Viacom; leading financial institutions, such as Grotech Capital Group, J.P. Morgan Partners, New Venture Partners, Pequot Capital and J&W Seligman; and strategic partners Ford Motor Company, Harris, Texas Instruments and Visteon. iBiquity, named one of Deloitte's Fast 500 Companies, is a privately held with operations in Columbia, MD, Detroit, MI, Belmont, CA and Warren, NJ. For more information please visit: [www.ibiquity.com](http://www.ibiquity.com).

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