

# Is that Your Radio Sending You a Text Message?

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## **Sample of Content:**

HD Radio technology makes it possible for radio stations to send text messages along with their normal programs. These message could be ads or helpful information such as a weather report. Read how this works and what to expect in the future from this exciting, new technology.

## **Content:**

HD Radio technology is the new, hot thing in sound. That's because it will do for radio what HDTV has done for TV â€” make it light years better. In fact, when you listen to HD AM radio, you'll think you're listening to FM. And HD FM radio sounds as clear and pure as if you were listening to a CD. Plus all this sound comes via the airways and is completely free!

## **Is that your radio displaying a text message?**

Thanks to HD Radio technology, radio stations will be able to also transmit additional information in the form of text messages.

Typically, this will appear as scrolling text on your radio's display. This information might consist of the song's artist and title, the station's call letters and maybe advertising information.

Yes, the additional information sent to your digital radio will most likely include ads. After all, advertising pays for those free radio AM and FM broadcasts.

These ads might consist of messages such as "this traffic report brought to you by Arnie's Automotive." Besides, all TV stations and even satellite radio have ads.

On the plus side, the text broadcast with a news show might be financial updates, stock ticker information or business news. And stations might also use text to provide helpful information such as weather updates and traffic alerts.

Just imagine. There you are in your car listening to an oldies favorite and suddenly, your radio tells you to expect bad weather in the next few hours. Is that amazing or what?

Go to <http://www.hd-radio-home.com> for more information on HD Radio technology, a partial list of stations already broadcasting in HD Radio technology, and information on HD car radios, receivers and portable radios. Article by Douglas Hanna, webmaster of <http://www.hd-radio-home.com> and a long time writer and producer of radio spots.

**Article Source:** <http://www.ArticleDiner.com/>

## **About the Author:**

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