

Powered by  Clickability

Navteq Adds Dynamic Content Delivery for HD Radio

Apr 23, 2009 9:56 AM

   [Join us on Facebook](#)

Chicago - Apr 20, 2009 - [Navteq](#) dynamic content for portable navigation devices and automobile in-dash systems over HD Radio systems is now available. Navteq's HD Radio format capability allows for broader, faster and more comprehensive delivery of a wide variety of dynamic content including traffic, weather and fuel prices. The high capacity of HD Radio technology allows Navteq to deliver up-to-the-minute dynamic content to consumers.

Navteq, in conjunction with the Broadcaster Traffic Consortium (BTC) is delivering dynamic content via the BTC's radio companies, which includes nearly 1,500 radio stations. Available in 60 U.S. markets, Navteq and BTC's high-bandwidth HD Radio network offers up to 40 times greater capacity over RBDS.

HD Radio technology also expands the capabilities of Navteq Location Point Advertising, a turnkey approach to subsidize high value content services, while enabling advertisers to reach and engage consumers where and when they are making shopping and purchasing decisions. Detailed graphics, imagery, sound and mobile coupons, not available using other distribution formats, can be transmitted utilizing HD Radio technology.

Related Articles

[Cumulus, Hubbard and Cobalt Join Broadcaster Traffic Consortium](#)

The BTC is building a nationwide network to distribute traffic data via radio. The group works working with Navteq to use HD Radio to broadcast location-based information to portable navigation devices and automobile in-dash systems...

[The Broadcaster Traffic Consortium](#)

The Broadcaster Traffic Consortium, an alliance of several broadcast groups, is working with Navteq to provide real-time traffic and other location-based information for portable navigation devices and automobile in-dash systems via HD Radio technology....

Find this article at:

<http://www.radiomagonline.com/currents/business/navteq-adds-dynamic-content-delivery-radio-0423/index.html>