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GSS, iBiquity Highlight Detroit Installation

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Global Security Systems and iBiquity Digital Corp. are calling attention to an alerting system installed on two Greater Media stations in Detroit.

The system is Common Alert Protocol- compatible, and compliant with the Integrated Public Alert and Warning System. “In addition, multi-channel HD Radio technology empowers emergency officials to potentially broadcast different languages using different channels during a crisis,” they stated.

GSS is a systems integrator and service provider of GSSNet, Alert FM and Alert Studio; iBiquity is the technology company behind HD Radio. They said HD Radio permits comprehensive text messaging with “actionable control information” to be delivered; thus a receiver can remain in “standby” reduced power mode until an alert activates it. Complementary brief texts can be provided by a GSS RBDS-based system.

“An alert message can be originated by Alert Studio and delivered from any applicable IPAWS (or other) alert depository to the radio station, via the GSSNet satellite data delivery system,” according to the announcement.

“After satellite distribution, the audio and text message can be processed by an alert processor and then distributed to the analog FM system, HD Radio system and Alert FM RBDS-based system for broadcasting OTA.”

At the receiver, alert messages are heard on analog FM and HD Radio receivers.

“Enabled HD Radio receivers can display comprehensive text, store it and further act on the provided content. Enabled Alert FM RBDS-based text receivers may display brief text. Receivers that support both technologies may refine the cooperating receiving systems, thus enhancing the user experience.”

The companies quoted Mike Kernen, chief engineer of Greater Media Detroit, shown, praising the system.