



# HD Radio™ Technology: More Channels, More Features, Still Free!

Across the country, local FM stations are offering a wide variety of new formats on their HD2/HD3 multicast channels – reggae, blues, classic jazz, future country, new alternative, deep tracks, bluegrass, news, sports, regional-interest programming and local artists.

Visit [hdradio.com](http://hdradio.com) to discover the HD2/HD3 multicast channels available in your market.



HD Radio Technology is available  
in these Ford models:

E-Series	Expedition	Fusion
Edge	F-Series	Mustang
Escape	Flex	Super Duty
Explorer	2012 Focus	Taurus

- Crystal-Clear Digital Sound
- More local FM channels - HD2/HD3
- On-screen information like artist name and song title
- iTunes Tagging (Available with MyFord™ Touch)
- 100% Subscription Free

Here are just a few examples of HD2/HD3 Channels. Visit [hdradio.com](http://hdradio.com) for stations in your area.

Detroit	New York City	Los Angeles	Chicago
99.5-HD1	102.7-HD1	98.7-HD1	99.5-HD1
99.5-HD2	102.7-HD2	98.7-HD2	99.5-HD2
99.5-HD3	102.7-HD3	104.3-HD2	99.5-HD3
101.1-HD1	103.5-HD1	106.7-HD1	97.9-HD1
101.1-HD2	103.5-HD2	106.7-HD2	97.9-HD2
94.7-HD1			101.1-HD2

There are more than 2,100 HD Radio stations nationwide, plus over 1,300 HD2/HD3 Channels.



[hdradio.com](http://hdradio.com)



## What is HD Radio Technology?

- HD Radio Technology is your local AM and FM stations, now broadcasting in digital. It offers new extra local FM channels, crystal-clear sound, more music, news and sports – All 100% Subscription-FREE.
- Across the United States there are more than 2,100 AM and FM HD Radio stations. These stations have also added over 1,300 new HD2/HD3 multicast channels to their local markets.
- For a complete list of HD Radio stations currently broadcasting in the United States or to learn more about HD Radio Technology please visit <http://www.hdradio.com>



## How does it work?

- HD Radio Technology products work the same way as conventional radios, with a signal broadcast by a station and received by consumers in a specific area. However, instead of sending one analog signal, stations broadcasting with HD Radio Technology send a bundled signal made up of both analog and digital.
- The digital signal is compressed and when received by an HD Radio receiver the signal is decoded into as many as FOUR separate channels – each with unique programming offering more listening choices.
- Because the signal is digital the sound quality is significantly superior to traditional radio. With HD Radio Technology, buzzing, static and popping are a thing of the past.

## HD Radio Technology is the DIGITAL evolution of AM & FM Radio, offering many new features for the Ford driver:

### PSD

Program Service Data gives you on-screen information such as artist and song title.

### iTunes® Tagging

Allows you to store (tag) songs you like for later purchase and download. Hear it. Tag it. Download it. Never forget it.

### HD2/HD3

FM Stations can provide additional digital only audio programming with expanded content and format choices on HD2/HD3 channels.

### Digital Sound

Crystal-clear digital sound: AM sounds like today's FM analog and FM sounds like a CD.

**...All 100% Subscription-FREE**