



R·D·S
ON THE **BUTTON**

DEMONSTRATION



MODEL

THE RDS DEMONSTRATION MODEL

The RDS Demonstration model has been designed to show how the Radio Data System will benefit drivers who are fortunate enough to have RDS radios fitted to their cars. As you see, the model has a central section in the form of a three dimensional map showing an area in the south of England. The red coloured track is a major road route between Oxford, Southampton, Brighton, London and back to Oxford.

The positions of various BBC transmitting stations are indicated on the map by masts with red and green lamps to show either Network Radio (red) or Local Radio (green) transmissions.

The two large radios represent car radios. The displays are created by an internal computer system which can simulate either a conventional 'simple' radio or an RDS radio.

A glowing section of the road indicates the position of the demonstration cars on the map.

Flashing transmitter lamps indicate the station to which the radio in question is tuned.

In the demonstration scenario, radio 'A' on the left belongs to John the male driver, and the right hand radio 'B' is owned by Debbie - the female driver. An illuminated display shows which radio is being referred to on the soundtrack.



A narrator on the soundtrack describes how both motorists set out from a service station in Oxford. John's car is fitted with an old fashioned simple radio (A), but Debbie has a brand new RDS radio (B) fitted to her car.

Progress of the two drivers is followed on their route from Oxford, the narrator describes the tuning difficulties which John encounters on route, and the trouble-free way in which Debbie's RDS radio works.

During the demonstration, the radios display responses appropriate to the car's position on the map. This, with the accompanying soundtrack shows effectively how RDS can make listening simpler and safer for the motorist.

See how the RDS radio displays the name of the service to which Debbie is tuned, and yet automatically retunes (as shown by the flashing transmitter lamps) to ensure the best reception without any audible or visual effects.

Hear how John's old radio becomes noisy as he moves out of a transmitter service area and has to manually retune.

Different versions of this demonstration are played at different times. You may be listening to a Network version (Radio 1,2,3,4), or the Local Radio version which additionally demonstrates the feature known as generic linking. This enables your RDS radio to hand you on from one station to the next automatically, as you travel.

Our technical staff will be glad to give you further information about this model, and RDS in general.



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