

## Parlez vous Francais?

*The advantage of a French audio sub-channel option for digital over-the-air content*

By Karin Stewart, NBCI-CEPD, LLC

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NBCI-CEPD, LLC is pleased to announce that firmware has been updated on the Digital Radio Reading Service Receiver (RRS1100) to now offer reading services the option of broadcasting their programming on a French language digital sub channel. This is exciting news that addresses over-the-air content.

By using a French sub channel, this allows for the reading service programming to basically remain hidden to the general public who may run across the reading service with a routine scan with their digital set-top box; thus, preventing “little ears” from inadvertently listening to content inappropriate for their age. This allows for much greater wiggle room for reading services to make their own decisions regarding what they do and do not want to offer their listeners regarding content.

The idea that the SAP (Secondary Audio Programming) signal was *lost* due to the digital television conversion is a common misconception. Rather than losing the single secondary audio programming signal, the conversion actually created multiple digital SAP signals. This is where the RRS1100 steps in, as it is able to receive the reading service on a digital SAP sub channel determined by the broadcaster. In addition, as we are in the United States, the French language sub channels are rarely used and provide an excellent unused pathway for reading service broadcasts.

Houston’s Sight Into Sound and Colorado’s Audio Information Network of Colorado (AINC) are currently using the RRS1100 and broadcasting their programming over a French audio sub channel. Jim Martinez, Radio Manager of Sight Into Sound said “Using simple instructions and provided antennas, we are having fantastic success with simply mailing the RRS1100 units to listeners. The simple design of the receiver ensures success in setting up the connection between the visually impaired individual and our reading service programming.”

Interested in learning more about the RRS1100? Contact us for a free demo package to test in your local area. The 2011 Summer Build schedule for the RRS1100 is quickly taking shape! Reading services that submit their order by August 15, 2011 will enjoy the deepest discount available.

### **About the Digital Reading Service Receiver (RRS1100):**

Neil Blank and Dave Farrell of NBCI-CEPD, LLC custom designed the original digital RRS1100 receiver in 2008 for The Audio Information Network of Colorado (AINC) and Rocky Mountain PBS. This new digital receiver was in response to the television broadcast conversion from analog to digital technology, which resulted in the transition analog SAP (traditionally used by reading services) signal to a digital SAP signal. The receiver, in combination with digital TV technology, is available nationwide to all reading services to broadcast with clearer sound and broader geographic coverage. The signal is free to listeners, and is easy and inexpensive for reading services and broadcasters to setup. To learn more, please contact Neil or Karin at NBCI-CEPD, LLC, by phone at (303) 494-3700, by email at [contact@rrs1100.com](mailto:contact@rrs1100.com) or visit our website at [www.rrs1100.com](http://www.rrs1100.com).

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