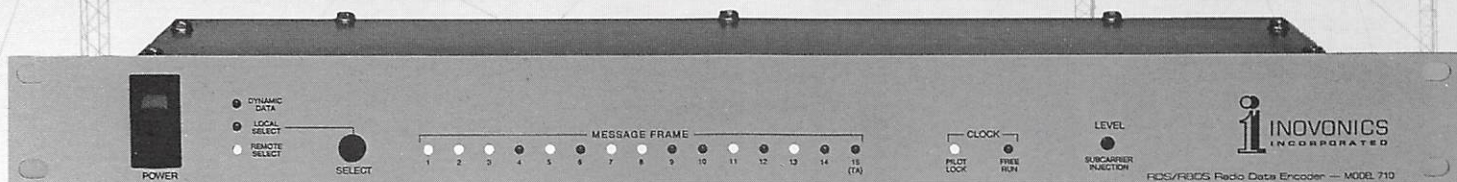# Low-cost RDS/RBDS Encoder is very versatile, too.

GET ON-AIR QUICKLY WITH THIS 'PROM'-BASED ENCODER

An easy-to-use RDS/RBDS Encoder with the versatility of dual-mode operation.

The simple "static" mode does not utilize a host computer, nor does it require any user programming. As many as 15 separate "frames" (complete sets of IDs, flags and messages) are factory-programmed into the 710's non-volatile memory. With the touch of a button or by remote command, any data frame may be selected and instantly sent-out over the air.

For "dynamic," on-line control of the 710, connect it to your PC for transmitting song titles, advertising slogans, contests, etc. "Static" operation remains a default should the computer link be lost.

Don't let the new generation of "smart" radios skip over your station! Inovonics' 710 is the easiest, no-hassle way to get your call letters, program ID codes, traffic flags, alternate frequencies, radiotext messages, etc. on the air **now**.

...The 710 - by Inovonics

➤ **Unity-Gain, Loop-Through Operation** with failsafe bypass.

➤ **Phase-Locks to Stereo Pilot** or defaults to internal crystal timebase.

➤ **Front-Panel Button or Remote** message frame selection. Automatically sequences through selected message frames.

➤ **Free Initial Factory Programming** of the "static" message frames; menu-driven EPROM programming software comes with the 710.

➤ **No Additional Hardware Required** for computer-controlled "dynamic" operation. All necessary software is supplied.

— **STANDARDS SUPPORTED:**
European CENELEC and United States NRSC standards supported through appropriate software versions.

— **GROUPS SUPPORTED:**
Static mode: 0A, 1B, 2A, 6A, 15B.
Dynamic mode: 1A, 1B, 2A, 4A, 6A, 10A, 15A, 15B.

— **APPLICATIONS SUPPORTED:**

PI **Program Identification** - identifies the station with a numerical code calculated from station call letters.

PS **Program Service Name** - the station identification actually displayed by the receiver. Can be call letters or a slogan such as "LIVE-95."

PTY **Program Type** - identifies the station format from one of 31 pre-defined categories.

TP **Traffic Program Identification** - identifies the station as one which routinely broadcasts traffic announcements for motorists.

AF **List of Alternative Frequencies** - frequencies of translators or other broadcast sources of the identical program feed.

TA **Traffic Announcement Identification** - alerts the receiver that an announcement for motorists is currently being broadcast on that particular station.

DI **Decoder Identification** - indicates whether the transmission is monaural, or one of several binaural/stereo options.

M/S **Music/Speech Switch** - indicates whether music or speech-only programming is currently being transmitted.

PIN **Program Item Number** - identifies a particular program (so that it may be recorded, for instance).

RT **Radiotext** - 64-character block of plain text for visual display on the face of the receiver. May be used for song titles, contests, advertising, etc.

IH **In House** - a 64-character block of ASCII text for proprietary station intercommunications. Not secure, but ignored by consumer radios.

CT **Clock-time and Date** - (operational only in the "dynamic" mode of the Model 710) - an accurate time signal transmission with proper time zone offset.

— **COMPOSITE LOOP-THROUGH LEVEL:**
Unity-gain; 1–10V p-p, corresponding to 100% carrier modulation.

— **COMPOSITE INPUT CHARACTERISTIC:**
Unbalance bridging, 600-ohm-terminated or 75-ohm-terminated; selected by internal jumpering.

— **COMPOSITE OUTPUT CHARACTERISTIC:**
"Zero-impedance" voltage source, 75-ohm source impedance or 600-ohm source impedance; selected by internal jumpering.

— **RDS/RBDS INJECTION LEVEL:**
Continuously adjustable between 1% and 10% of total carrier modulation.

— **REMOTE DATA FRAME SELECTION:**
TTL logic, NPN collector saturation or switch closure to ground adds selected frame(s) to auto-sequence routine.

— **DYNAMIC DATA INTERFACE:**
The 1-byte-wide parallel data bus (DB-25 connector) may be cabled directly to an LPT (parallel) computer port for on-line control of the Model 710.

— **POWER REQUIREMENT:**
105–130VAC or 210–255VAC, 50/60Hz; 15W.

— **SIZE AND SHIPPING WEIGHT:**
1 3/4"H x 19"W x 6"D (1U); 7 lbs.

Rear View

Inovonics Inc.

1305 Fair Ave. • Santa Cruz, CA 95060
Tel: (408) 458-0552 • Fax: (408) 458-0554