

# Inovonics 701

*RDS/RBDS "Mini-Encoder"*

## **A SIMPLE, QUICK AND LOW-COST MEANS TO AN RDS/RBDS PRESENCE**

With this unique and inexpensive RDS/RBDS encoder, in a matter of minutes your station can begin broadcasting the radio-data IDs, service 'flags' and text messages that current consumer radios are ready to receive.

Easily installed and quickly programmed with any personal computer, the 701 is a simple and economical means of implementing the basic (and most important!) RDS/RBDS functions.



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## Features & Specifications

- Stand-alone encoder does not require a dedicated host computer to operate. Menu-driven programming software is supplied.
- Messages are held in non-volatile memory. The Encoder may be conveniently programmed, then taken to the installation site.
- Locks to stereo pilot from bridged composite/MPX sample. No special "sync port" is required.

### STANDARDS SUPPORTED

European CENELEC and United States NRSC.

### RDS APPLICATIONS SUPPORTED

**PS (Program Service Name)** - Station identification actually displayed on the radio's faceplate. This can be station call letters or the station "street name," such as "LIVE 95."

**PI (Program Identification)** - Every station is identified with a unique numerical code. The code may be entered manually, or automatically calculated by Encoder software from station call letters. This serves as the station's "digital address."

**PTY (Program Type)** - This flag identifies the station format to automate a listener's search for a favorite format or a specific program.

**AF (Alternative Frequency List)** - The broadcaster may enter the frequencies of as many as 7 translators or other sources with programming identical to the main channel. The better RDS radios automatically retune to the strongest signal source without interruption.

**RT (Radiotext)** - A 32-character block of plain text for display on the radio front panel at the listener's option. This is useful for station promos, advertising, contests, Web addresses or phone numbers. RT information may be changed each time the Encoder is reprogrammed, but the Model 701 is not intended for "dynamic" data such as song titles or other information that must be updated continuously.



Rear view

**M/S (Music/Speech Switch)** - This identifies the transmission as a mixed music program or a speech-only transmission.

**DI (Decoder Identification)** - Indicates whether the transmission is monaural or one of several binaural/stereo options.

### RDS OUTPUT

Unbalanced BNC connector; output level adjustable between zero and 1V p-p.

### MPX SAMPLE INPUT

Unbalanced, 30k-ohm bridging BNC connector; requires a composite/MPX signal from the stereo generator at a level between 0.5V p-p and 5.0V p-p.

### PROGRAMMING PORT

DB-25 parallel data port for direct connection to the LPT (printer) port of any IBM-compatible computer. Programming software is supplied.

### POWER REQUIREMENT

12VAC at 500mA. An "inline" power supply matching the destination AC mains voltage is provided.

### SIZE AND SHIPPING WEIGHT

2"H x 6"W x 8"D; 4 lbs.

