Brand Your Station ℠

…starting at less than $600!*

Scroll your station ID, slogan, promos and advertising on RDS-enabled Radios, MP3 Players and Mobile Phones everywhere.

Inovonics… we *are* the RDS experts. We offer FM broadcasters a wide range of industry-leading RadioData encoders. All of them are quick to install, simple to program and easy to use. You can enter scrolling-text messages manually with our **INO**mini 703, or connect our 720 and 730 encoders with your playout system for automatic song scrolling and advertiser integration. Choose the encoder that's right for *you*!

Features	INOmini 703	720	730
128-character Scrolling-PS Field shows on all RBDS radios	✓	✓	✓
Automatically 'parses' long messages for best text display	✓	✓	✓
Independent RadioText message field for additional info	✓	✓	✓
Automatically calculates the station PI Code	✓	✓	✓
Supports up to 25 Alternative Frequencies	✓	✓	✓
Failsafe 'sidechain' encoder connection	✓	✓	✓
Front-panel LCD displays all programmed data	✓	✓	✓
USB port for easy programmability with any Windows PC	✓	✓	✓
Supplied with intuitive Windows user interface	✓	✓	✓
Comes with 1-year limited Warranty	✓	✓	✓
Designed and Manufactured in California, U.S.A.	✓	✓	✓
Connects with any station automation system		✓	✓
Dynamic scrolling of **song title and artist** information		✓	✓
LCD displays system diagnostics for hassle-free setup		✓	✓
Supports any **Open Data Application** (ODA)		✓	✓
'No Headers' mode allows direct satellite streaming		✓	✓
Internal crystal timebase for mono FM broadcasters		✓	✓
Serial data interface for direct connection with automation		✓	✓
Remote TA actuation for traffic announcements		✓	✓
Firmware can be upgraded in the field		✓	✓
Supports **RT+, 'tagging'** and other advanced applications			✓
Accepts both ASCII and UECP command sets			✓
Data may be entered on-site with front-panel jog-wheel			✓
Full **network connectivity**: 2 TCP/IP ports, 1 UDP/IP port			✓
Built-in buffer to match profanity and **diversity delay**			✓
Accurate **Clock Time** (CT) sync with Internet connection			✓
Automatic Daylight Saving Time correction			✓
Timeout feature to send default messages			✓
Built-in Scheduler sends programmed scrolling messages			✓
Competitively priced for any budget!	$590	$1785	$2200

Call us toll-free at 1-800-733-0552 or visit us on the Web at www.inovon.com

* Compare the cost of this long-term station-branding solution with a load of T-shirts or bumper stickers that wear out in no time!