



# Brand Your Station<sup>SM</sup>

...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 **INOmini 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
<b>128-character</b> 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	✓	✓	✓
<b>Front-panel LCD</b> 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 <b>song title and artist</b> information		✓	✓
LCD displays system diagnostics for hassle-free setup		✓	✓
Supports any <b>Open Data Application (ODA)</b>		✓	✓
'No Headers' mode allows direct satellite streaming		✓	✓
<b>Internal crystal</b> 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 <b>RT+</b> , ' <b>tagging</b> ' and other advanced applications			✓
Accepts both ASCII and UECP command sets			✓
Data may be entered on-site with front-panel jog-wheel			✓
Full <b>network connectivity</b> : 2 TCP/IP ports, 1 UDP/IP port			✓
Built-in buffer to match profanity and <b>diversity delay</b>			✓
Accurate <b>Clock Time (CT)</b> sync with Internet connection			✓
Automatic Daylight Saving Time correction			✓
Timeout feature to send default messages			✓
<b>Built-in Scheduler</b> sends programmed scrolling messages			✓
<b>Competitively priced for any budget!</b>	<b>\$590</b>	<b>\$1785</b>	<b>\$2200</b>

Call us toll-free at 1-800-733-0552 or visit us on the Web at [www.inovon.com](http://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!