



Brand Your StationSM

...starting at less than \$600*!

Scroll your station ID, slogan, promos and advertising on RBDS Radios, and on MP3 Players and Cell Phones that have built-in FM capability.

Inovonics . . . we are the RBDS experts. We offer FM broadcasters a wide choice of top-quality 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 new INOmini 703, or interconnect our 720 and 730 encoders with your playout system for instant, automatic song information and advertiser tie-ins. Choose the encoder that's right for you!



Features	INOmini 703	720	'Flagship' 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 PC	✓	✓	✓
Supplied with an intuitive Windows [®] graphic user interface	✓	✓	✓
Comes with our generous 1-year limited-hassle Warranty	✓	✓	✓
Skillfully manufactured in California, U.S.A.	✓	✓	✓
Connects with any station automation system for song info		✓	✓
Quick-connect 'loop-through' connection option		✓	✓
LCD displays system diagnostics for error-free setup		✓	✓
Supports Free Format 'RAW' data groups		✓	✓
'No Headers' mode allows direct satellite streaming		✓	✓
Internal crystal timebase for monaural broadcasters		✓	✓
Serial data interface for direct connection with automation		✓	✓
Remote TA actuation for traffic emergency 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 utility for dynamic IP 'follow along' connections			✓
Accurate Clock Time (CT) assured with Internet connection			✓
Automatic Daylight Saving Time correction			✓
Dynamic-PS timeout feature sends default message			✓
Built-in Scheduler sends programmed scrolling messages			✓
Properly priced for challenging times!	\$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!