

## Signal Penetration

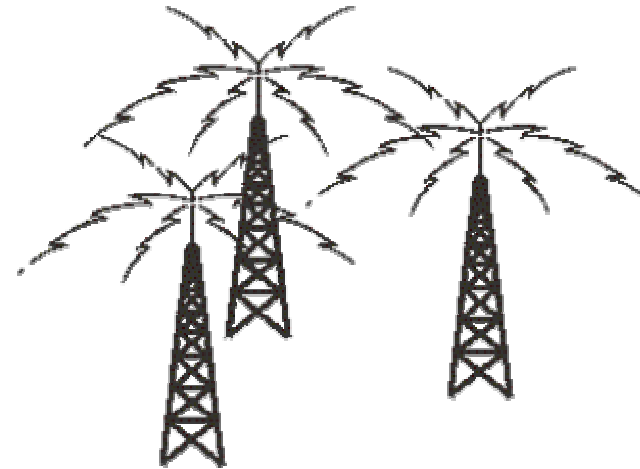


Travelers Information Stations and ALERT AM Emergency Advisory Radio Systems will be received by somewhat less than 100% of AM radio receivers and more efficiently by in-vehicle than in-home receivers. These results are generally due to issues of receiver sensitivity, receivable frequencies, antenna placement, receiver distance (from the AM broadcast antenna) and interference that may be present in proximity to the receiver.

As a company, ISS feels strongly that it is the most honest representation of system performance to state that despite the fact that the signal is delivered to virtually all homes, businesses and automobiles within the 3-5 mile radius of the antenna, the reception rate will be almost always be highest in vehicles. This is because:

1. Vehicle AM receiving antennas are exposed. Indoor AM receiving antennas are more likely to be shielded by the building structure and may be in close proximity to sources of AM interference, such as computers or AC power wires.
2. Vehicle AM receivers themselves are commonly more sensitive to AM signals and commonly have better receiving antennas than AM indoor receivers.
3. As a percentage, there is no doubt that more cars have AM receivers, compared to residences and offices.

As a result, ISS markets all radio products for the purpose of in-vehicle reception.



### Information Station Specialists

3368 88<sup>th</sup> Ave, Zeeland, MI 49464-0051

[www.theRADIOsource.com](http://www.theRADIOsource.com)

616.772.2300