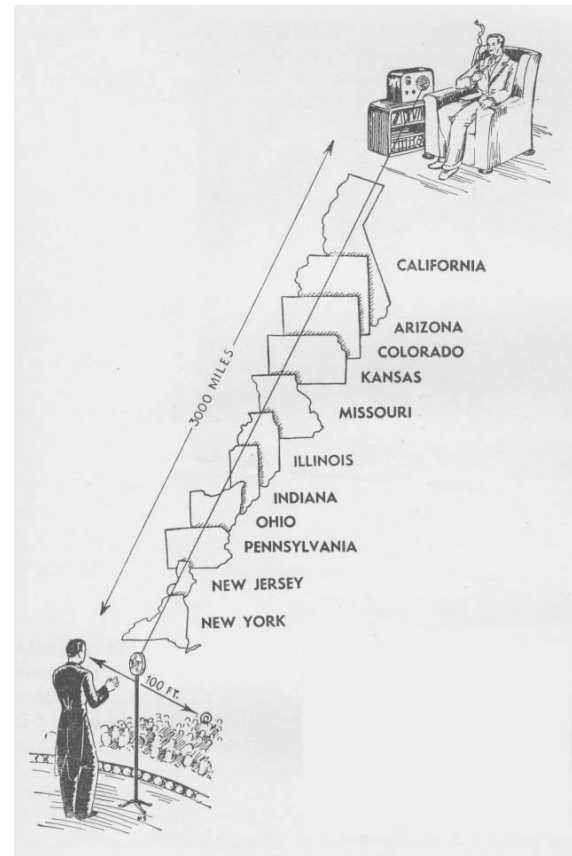


## Broadcast Trivia Challenge

Please send any address corrections or other newsletter - related comments to tkellen@eriinc.com or mail comments to the attention of "The Source" at the address shown below.

**Electronics Research, Inc.**  
7777 Gardner Road  
Chandler, Indiana 47610  
USA  
(812) 925-6000  
(812) 925-4030 (fax)  
[www.eriinc.com](http://www.eriinc.com)



Take a look at the illustration and answer this question:

Who hears the program sooner? The man 100 ft. away in the New York City studio audience, or the man listening to his radio in Los Angeles over 3000 miles away?

Be one of the first to respond with the correct answer and win a custom "Trivia Winner" t-shirt and other prizes! To submit your answer to this Trivia Challenge, go to [www.eriinc.com](http://www.eriinc.com) and click on Trivia Challenge.

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# The Source

A Newsletter from Electronics Research, Inc.

## New Generation of Television and Digital Radio Antennas Highlight ERI's Exhibit at NAB 2003

Every television attendee needs to see the new VHF and UHF antenna products available from ERI at booth N2738 in the Radio Hall!!

We are very excited about this year's NAB Convention as we're introducing many new things at this Las Vegas show. Electronics Research, Inc. will have a new display highlighting our broad range of structural and antenna products. In particular, ERI is showing for the first time several new antenna designs for analog and digital television. These products offer significant benefits to both full service television stations as well as for Part 74 television operators.

### TV Broadcast Antenna Systems

A new partnership between ERI and IRTE now offers broadcasters a unique manufacturing and service combination that provides experience, product performance, and installation support services. IRTE is the only European television antenna manufacturer with significant experience in supplying UHF panel antennas to US television stations needing broadband antenna systems. Manufactured from copper and brass with a stainless steel reflector and galvanized steel mounting components, the IRTE panel antenna is reliable and rugged. All elements are enclosed in UV resistant fiberglass radomes (standard radome color is gray and other colors are available on request), and the antenna system is designed with a computerized calculation and plotting program authored and verified by IRTE.



New Broadband UHF Panel Antenna for Single or Multi-Station Operations.

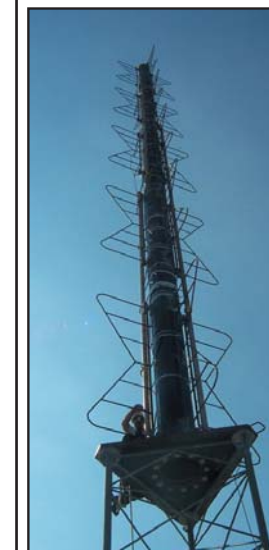
### Visit us at Booth N2738



THE WORLD'S LARGEST  
ELECTRONIC MEDIA SHOW

April 5-10, 2003 · Las Vegas, NV

This partnership with IRTE provides broadcasters with panel antenna components with a record of performance and durability proven at sites all over the US. The combination of the ERI's strong engineering, manufacturing, and field service organization, backed by IRTE's design and manufacturing expertise, offers US television broadcasters technically superior antenna systems from a local supplier having demonstrated excellence in providing first rate quality, performance and service.



ERI's VHF Batwing Antenna models available for high band and low band applications.

continues...



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Vol 3 - Issue 1



See us at the NAB Show - Booth # N2738  
Electronics Research, Inc.  
7777 Gardner Road  
Chandler, Indiana 47610  
USA

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## Employee Spotlight

### Bill Harland Joins ERI



Bill Harland has joined Electronics Research, Inc. as Product Line Manager for the company's Antenna Division. Harland has held product line and sales management positions in the broadcast equipment industry for more than 25 years. His

most recent positions have included account manager and product line manager for Andrew Corporation's Broadcast Systems business and prior to that he was Director of Domestic Sales for Broadcast Electronics.

In this newly created position, Harland will be charged with providing guidance for ERI's new product development efforts and will also be responsible for developing new systems and tools to allow the company to be more responsive to antenna and filter system customer requirements. He will also be charged with launching the company's new television antenna product line.

Kinsley Jones, Engineering and Marketing Manager for ERI's Antenna Division says, "We are lucky to have someone with Bill's experience, in both the radio and television sides of the broadcast equipment industry, join ERI. He is uniquely suited to provide the company with the direction needed to enter the television antenna business as well as maintain ERI's dominance in the FM antenna market."

Harland says of joining the ERI team, "I am very excited to become a part of the finest engineering and manufacturing organization in the industry. The depth of experience, knowledge, and skill sets within the company is not matched by any other in the broadcast industry. There is no other company in the business positioned with better prospects and more opportunity than ERI."

Harland will be based at the company's headquarters and manufacturing facility in Chandler, Indiana.

### Martin Sacks Joins ERI



Electronics Research, Inc. has announced that Martin Sacks has joined the firm as Director of Worldwide Sales.

Marty, a thirty year veteran of the broadcast industry, joins ERI after a decade in broadcast equipment sales. He

was most recently National Sales Director of Telos Systems/Omnia Audio. Prior to that he spent a total of eight years as a Regional Sales Manager for Pacific Research and Engineering and Northeast Broadcast Labs. Before his career in sales, Marty served in a variety of technical radio station positions, which included several years as Engineering Manager for Greater Media's then-owned Washington, DC stations.

He will be responsible for leading ERI's sales efforts in the US and internationally. An important part of his efforts will involve

developing and strengthening relationships with key customers as well as resellers of ERI towers, antennas and services. Marty has extensive experience in this area having negotiated business agreements with Clear Channel Communications and Harris' Broadcast Communications Division among others.

ERI Chief Operating Officer Jim Meleski comments, "Our customers have told us that they want the closest possible relationship with our firm. They tell us that our towers, antennas and professional services are key components in their success as broadcasters. In hiring Marty, we hope to send the message that close partnership with our customers is our highest priority."

Sacks responds, "ERI is one of the most respected companies in our industry. It has a great reputation for producing superior products. I am very excited to have the opportunity to join this team and look forward to working closely with broadcasters worldwide in my new role."

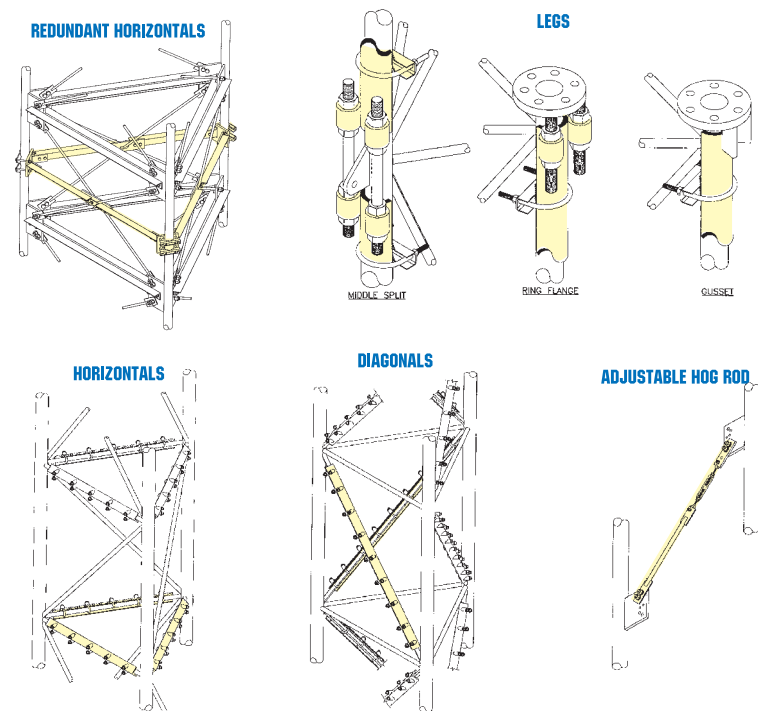
EL Series antennas can be side mounted or top mounted by using ERI's innovative LAMBDA antenna mounting section.

ERI will also highlight a line of VHF antenna solutions, including batwing antennas with models for both low band and high band VHF applications, from 2 to 12 bays and designs capable of accommodating input power levels up to 75-kilowatts, peak TV power. ERI's batwing antennas are ideal for either single channel or multi-frequency applications. In addition, we will have information on a unique side mounted high band VHF antenna. Dubbed the 540 Series Antenna, it is ideal for service as a standby antenna or for use as a main antenna for high band VHF DTV applications.

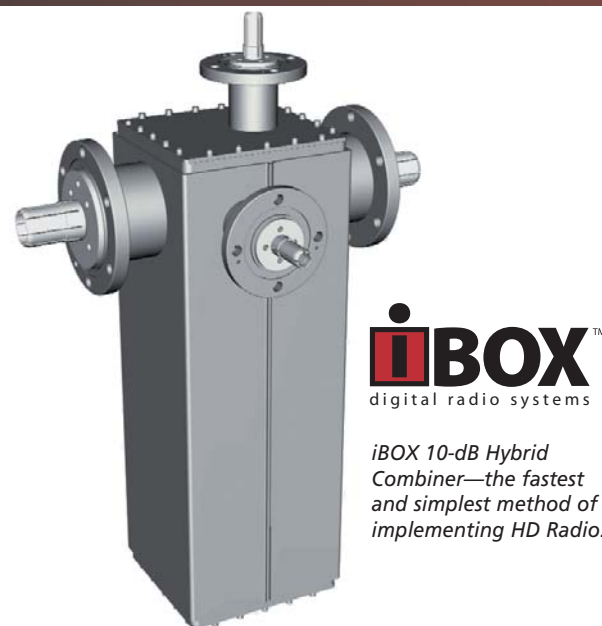
New EL Series UHF Transmitting Antenna for either DTV or NTSC applications.

### Innovative Tower Products

We will also introduce our new line of pre-engineered bolt-on and weld-on leg reinforcement parts, inner member reinforcement parts, and adjustable length hog rod members. And ERI structural engineers will be on hand to discuss structural analysis services for existing towers and reinforcement plans for both tower members and foundations, as well as our series of superior gin poles. Our newest gin poles are engineered to the proposed TIA/EIA-PN-4860 Gin Pole standard, which goes far beyond previous designs.



ERI will also be featuring a full line of tower products, from small self-supporting structures to our custom designed tall towers, including candelabras for supporting multiple antennas at the tower top.



**iBOX™**  
digital radio systems

iBOX 10-dB Hybrid Combiner—the fastest and simplest method of implementing HD Radio.

### Introducing iBOX™ Digital Radio Systems

ERI will also be displaying its new iBOX™ series Hybrid Combiners. Available in Low, Medium, and High power versions, the iBox™ combiners are based on ERI's reliable quarter wavelength hybrid design and require no tuning. They offer a simple and straightforward high-level combining solution for those FM stations that choose to combine a new IBOC FM transmitter into their existing antenna and transmission line system.

The Antenna Division of ERI will display a broad range of HD Radio-compatible FM antennas for both single station and multi-user applications. These proven FM antenna designs have been adapted for IBOC operation. The new dual input SHPX and LPX series FM antennas offer a simple approach to getting HD Radio on the air by incorporating separate analog and digital inputs. These antennas are offered in a variety of models to fit virtually any requirement.



SHPX FM antenna

Please make time in your NAB schedule to come by the ERI exhibit in the North (Radio) Hall in **Booth Number N2738**.

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