



How to choose an FM transmitter
in 5 steps.



The FM transmission is the fastest and easiest way to send information to lots of people and it's for sure the cheapest way to communicate. However, to build up a transmission system it is important not only to consider the area to cover but also the quality of signal that will rich the end users and sometimes is not easy to find out the best configuration.



Remember that most of the listeners will receive the signal in their cars and so they will ask to have the best audio quality experience!



Let's see the most important points to remember when you need to choose an FM transmitter.



1) Decide what features to look for

Although most FM transmitters are affordable, there are some important features that you need to check before buying it: remember that most of the times cheaper solution gives a poor listening experience.

The most important feature is the audio input: verify that the transmitter has the proper inputs according to the studio or audio source you will adopt. Many times customers buy transmitters without checking the input connectors and this causes the subsequent request of additional options to properly complete the installation.



2) «Powerful» doesn't mean «best»



«Powerful» doesn't mean «best» : the audio quality is not only related to how much power you will use to send the signal.

The area you need to cover could be wide and flat or you could be interested in a city area full of buildings. Different environments need different configurations: define first of all which is the area you wish to reach and then ask the supplier to define the best configuration and estimated coverage for the same.

Remember that 1000W transmitter + 2 dipoles give you the same coverage of 500W transmitter + 4 dipoles but the AC mains consumption is half! Antennas are passive elements and don't consume AC power...



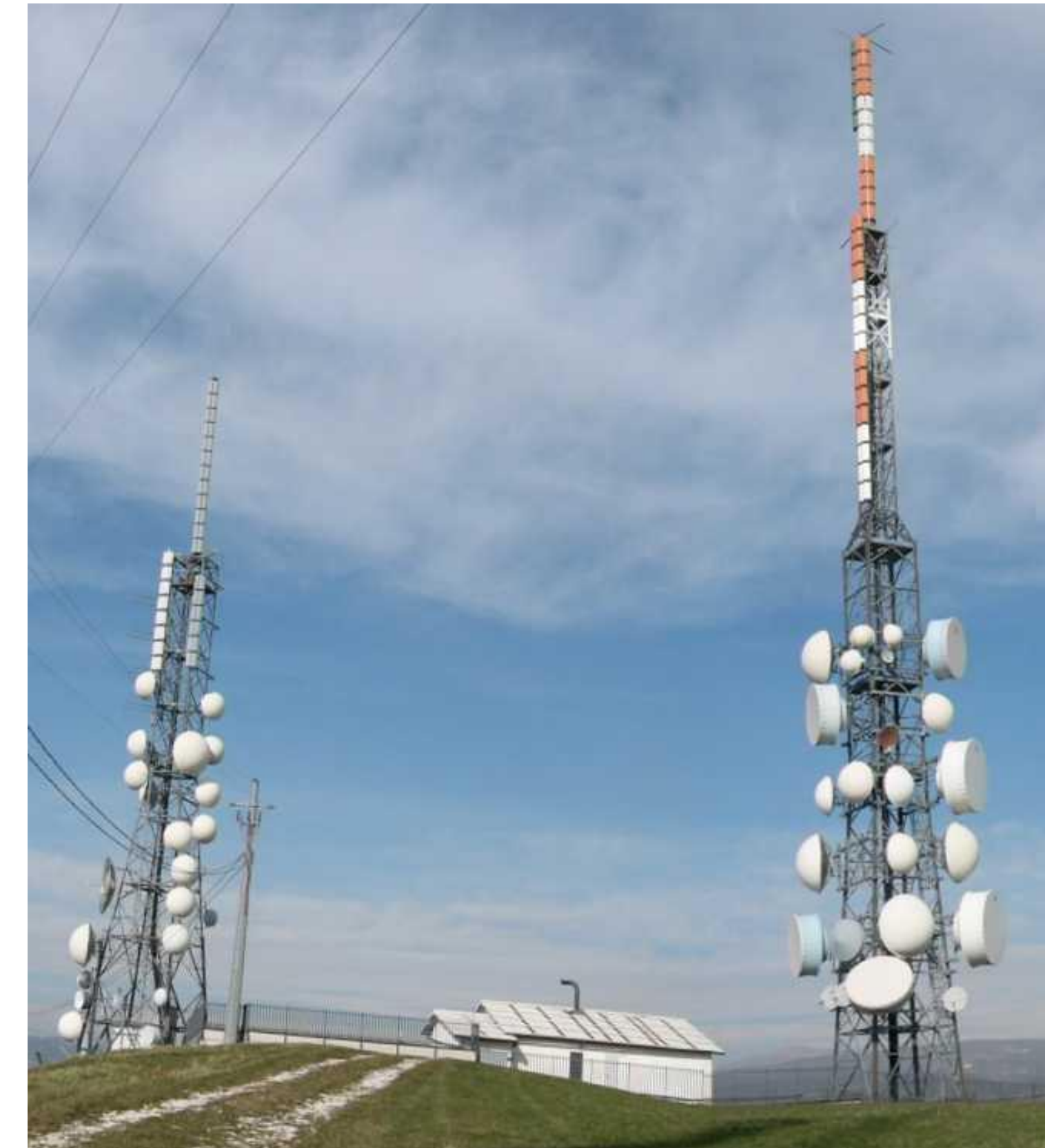
3) Look for already existing solutions



Sometimes we wish to build our own station but could be clever to check already existing available solutions.

Verify if it is possible to install your transmitter in an existing station or to use an existing antenna system by simply connecting your device to an FM combiner and pay a loan.

This would save time to build up a tower, save money (the tower has very high costs) and grant a better coverage using an antenna system that is already structured to get the best coverage. Sharing a tower is often the best way to start if you don't have so much experience in this field!



4) Set the right frequency



If you don't have an assigned license by the local authority, make sure to buy a wide band agile transmitter that will allow you to easily change its frequency without opening it. This will allow you to avoid any hidden possible cost for future frequency change.

If no license is required in your country, check for some free space in the whole FM band.











Even if the frequency you choose is empty and available, this doesn't mean that you will not experience any interference: a powerful station could use a frequency that is right next door.

For example, there could be a nearby station using the frequency 98.2 MHz that is so powerful to create interference to your station at 98.3 MHz.

To avoid this type of negative experience, verify to have an empty space with at least 200 kHz above and below.

	Radio DeeJay 98.5 mHz
	Radio 105 98.9 mHz
	Radio Cusano Campus 99.1 mHz
	Radio 80 99.3 mHz
	Radio Kiss Kiss 99.5 mHz
	RDS - Radio Dimensione Suono 99.8 mHz



If all these tips are not enough and you feel still confused about the configuration to choose, ask for a **turn-key solution**: DB Elettronica and Screen Future are always at your disposal for giving all necessary advices to plan the best station and give you all required equipment to build up your complete system.

No more troubles: turn-key is better than DIY!





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