

by Alan J. Pierce, EdD

Geneva's World Radio

When my granddaughter Jessica noticed that I was writing a review on a new radio she made the following statement. "The only time that people listen to a radio is when their alarm clock goes off in radio mode or they are going somewhere in a car. For everything else they download an app so they can listen to it on their iPhone or iPad." Is she right, is listening to news and music that has been pulled from the air by a box with a radio tuner just out dated technology? Do you agree with her or disagree? Why? Email me your thoughts at pierceaj@techtoday.us or add to a Twitter conversation at Alan Pierce@TechTodayisUS. The best of what is said, pro or con, will find its way online at www.technologytoday.us.

I know that most of the people who were affected by hurricane Sandy wished they had a battery operated radio to stay informed after they suffered the devastation of the storm. Like so many other residents in the storm ravaged area our electricity was out for eight days, our landline phone didn't work because of downed wires, and many parts of New York and New Jersey lost cellphone service because of downed cell towers. For many people the radio in their car was the only way to listen to the news.

I believe the technologists at Geneva (www.genevalab.com) actually designed an auxiliary sound system for your Smartphone or tablet that is different from everyone else's because it can also function as a radio. By adding the radio function their system can meet a specific communication need in case of a major storm. The Geneva World Radio has the retro look of a portable radio of the 1950's. See photo.

What makes this Geneva a world radio is the fact that it can pull in **D**igital **A**udio **B**roadcasting (DAB) radio signals straight out of the box. Useful if you happen to be in the one of the countries where DAB is available. As far as I can tell it is mostly available in the United Kingdom and Denmark. To learn more about DAB go to: <http://www.worlddab.org/introduction-to-digital-broadcasting/dab-digital-radio>. The

other way it becomes a world radio is if you use it as a wireless Bluetooth receiver and stream digital internet radio from your Smartphone or Tablet. See photo again.

GENEVA WorldRadio



This is a bluetooth speaker system, FM radio, DAB radio, and alarm clock. You select bluetooth, FM, DAB, line-in, and alarm clock by touching the screen.

It has a color digital screen with touch selection. It also has a line in receptacle that allows you to plug in an analog or stereo mini 3.5 mm (1/8 inch) speaker wire to connect players that are not Bluetooth enabled. You can power the unit by plugging it into a 110 electrical circuit or get about 5 hours of playing time off its internal rechargeable battery. It is easy to open the battery compartment allowing you to replace the battery if over time it no longer holds a satisfactory charge.

Not So Cool

To get decent radio reception you need to raise the telescoping antenna. The idea of combining an auxiliary sound system with a radio to use in an emergency is a fantastic idea. It would be a more ideal product if they greatly reduced its \$ 300.00 price tag by a third.



Alan is co-author of *Introduction to Technology Glencoe McGraw-Hill 2010* and a *TechDirections Magazine* Columnist . Visit www.technologytoday.us for past columns, reviews, and resources.

Reasons to Drool

The Geneva World Radio works well as a Bluetooth enabled auxiliary sound system to help you share your favorite tunes with a large gathering of friends. It