

# What's Hot in DAB!

## The World DAB Forum Newsletter N.25 - August 2003

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### [WorldDAB at IFA 2003, Berlin 29 August - 3 September](#)

The WorldDAB Forum and Germany's Digital Radio marketing group, the IMDR, will jointly host a large stand (200 meters sq) at this year's Internationale Funkausstellung (IFA) in Berlin, August 29 - September 3.

On display will be up to 40 market ready DAB products, ranging from in-home

tuners and kitchen radios, to in-car receivers and hand-held portables. The stand will also incorporate a business area so visitors can talk to leading DAB Digital Radio experts, retailers and press representatives.

The Digital Radio stand also plans some promotions and digital radio give-aways for visitors to the stand. There will also be more than 30 DAB Digital Radio programmes on air (from Germany as well as special services from abroad made available exclusively for IFA 2003).

COME AND VISIT THE DAB DIGITAL RADIO STAND LOCATED IN HALL 5.2 BOOTH 202!!

For more information on the IFA event, please contact Lisette Cooper at the WorldDAB Project Office at <mailto:cooper@worldddab.org>.

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**IFA RADIO!**- Germany's Digital Radio marketing group, the IMDR, will broadcast live from the International Radio Exhibition (IFA) in Berlin this year, August 29 - September 3. The programme will be produced digitally and broadcast on Digital Radio. The service will provide detailed information for IFA visitors who can hear the programme in the press centre, at many of the stands and via mobile mini receivers. As well as the audio service, information will be prepared editorially and broadcast via a data service so visitors can experience this unique DAB functionality. The broadcasts will come directly from the 'Glass Studio' on the IMDR stand enabling visitors to see digital radio at work. IMDR chairman Helmut Egenbauer says this type of so-called event radio is one of the many benefits of digital radio.

**ARD DAB SYMPOSIUM** - WorldDAB President, Annika Nyberg, will participate in an ARD Symposium on August 29 at IFA. The DAB Symposium will be held in Hall 7.3, Room Berlin 2 from 10.00 to 13.00. This event is open to all IFA visitors, however, if you would like to guarantee a place, please register in advance.

For the full agenda and registration details, please contact Gudrun Hindersin at <mailto:gudrun.hindersin@wdr.de>, tel: +49 (0)221-220 4607

**WORLDDAB / IMDR PRESS CONFERENCE** - A joint WorldDAB/IMDR Press Conference will be held from 13.00 to 14.00 on August 29 in room 13/14 in the ICC. For further information, please contact Lisette Cooper at <mailto:cooper@worldddab.org>

**PRIX EUROPA AND EBU WORKSHOP AT IFA 2003** - The future of multi-media broadcasting is the topic under debate at the second Prix Europa and EBU Workshop at IFA this year. Titled "Integrating Broadcasting and On-line: The content, the management and the technology", the workshop will allow broadcasters to meet, discuss and exchange views about the future in a multi-media environment. The event is free of charge and takes place on 29 August at Rundfunk Berlin Brandenburg - Television Tower (across the street from IFA), between 09.00 and 17.00.

For further details and the full agenda for this event, please contact Francois Smit at <mailto:prix-europa@rbb-online.de>.

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### **WorldDAB at IBC, Amsterdam, 12 - 16 September 2003**

WorldDAB will host a smaller stand at the IBC in Amsterdam this year, September 12 - 16. Located at stand 10.411 within the EBU Village, the stand will display DAB receivers and literature, and WorldDAB staff will be on hand to answer visitors' questions.

WorldDAB President, Annika Nyberg, will also participate in the panel session "Being Heard" on September 15 during the conference theme entitled "Breaking With Tradition IBC - The Radio Interactions".

For further information on WorldDAB at this event, please contact Lisette Cooper at <mailto:cooper@worlddab.org>

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### **News from Australia**

Willoughby City Council has announced its decision to approve the installation of a digital radio antenna on Willoughby Tower, allowing trial digital radio services to commence by the end of the year.

"This is exciting news as this is the trigger for digital radio broadcasts on VHF Band III to be heard Sydney-wide by the end of the year," said Joan Warner, CEO of Commercial Radio Australia. "The trial will be closely watched by other countries as it is the most comprehensive listener and advertiser driven test of this new technology undertaken anywhere in the world. It will allow Australian

listeners to experience the benefits of digital radio for themselves and will be critical in assessing what the 'digital product' will be, and, which technology will work best for the Australian market."

For further information on news from Australia, please contact Kath Brown at <mailto:kath.brown@commercialradio.com.au>

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### **News from Spain**

All new homes constructed in Spain after 2004 must be equipped to receive DAB Digital Radio and terrestrial digital television according to a new law.

For further updates from Spain, please contact Mr Jose Huerta at <mailto:rne.dtecnica@rtve.es>

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### **News from Singapore**

A recent survey conducted at the C&C's (Cycle & Carriage) showroom has shown that up to 74% of car buyers now know of DAB.

For more information, please contact Roland Tan at <mailto:rolandtan@mediacorpradio.com>, or to view the latest issue of the SmartRadio E-NewsLetter, please use this link: <http://www.mediacorpradio.com/smartradio/enevs/augustnewsletter.htm>

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### **News from Scandinavia**

Swedish Radio goes on tour this summer with youth channel P3 promoting DAB. Alongside the station's annual concert tour, P3 and Swedish Radio will this year focus on an information campaign designed to bring awareness of the network's DAB programmes and services to audiences. Swedish Radio will launch another big promotional campaign this autumn.

Nordini, the Nordic Digital Radio Initiative, will participate in a press conference

at IFA in Berlin on August 31 organised by the Scandinavian industry associations of electronic consumer manufacturers. Nordini will deliver a presentation on the status of DAB in the Nordic region. The conference takes place in room 42A at IFA/ICC at 14.00.

For further information, please contact Carsten Corneliusen at <mailto:CCO@dr.dk>

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### **News from Germany**

Germany's Digital Radio marketing group, the IMDR, has launched its new website at <http://www.digitalradio.de>. The new site is designed to present the advantages of digital radio in an accessible and entertaining style. IMDR's Helwin Lesch says "Whether lay person or expert, we want to bring the new digital radio technology to all users."

The site is also available in English. Lesch explains, "This is the result of increasing international interest. We are finding that increasing numbers of digital receiver manufacturers want to know about developments in the German Digital Radio market."

For further information, please contact Nikola Marquardt at <mailto:marquardt@digitaleerrundfunk.de>

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### **DAB Digital Radio hits UK Supermarkets**

Supermarket giants Tesco and Sainsbury's will stock DAB digital radios. Over the next few months, Tesco will trial sales of digital radios in 17 of its stores, while Sainsbury's will roll out in 125 outlets.

Ian Dickens, Chief Executive of the Digital Radio Development Bureau says: "The fact that two of the UK's key supermarket brands have seen the potential for DAB digital radio is a clear sign that the transition from early adopter to mass market take up, is underway." He continues "...both Tesco and Sainsbury's will be ready to capitalise on this valuable new market, as they join the digital revolution."

For further information on this, please contact Mandy Green at the DRDB at <mailto:mandy@drdb.org>

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## **New Products**

The **Blaupunkt Woodstock DAB53** has now shipped: AM/FM/DAB in-car receiver with CD. Playback of audio CDs/CD ROMs, CD-RW compatible, MMC/SD, MMC card reader, MP3/MP2 player. Priced around £449, but a package price of £499.99 includes an on-glass aerial and 64mb MMC card.

... and since the last WorldDAB newsletter, three new DAB products have been shipped in the UK. These include:

**Goodmans GCE7007DAB In-Car Digital Radio:** This is the first in-car DAB digital radio with unified aerial technology. In most cases, the radio operates using an existing car aerial. Along with full DAB functionality, the GCE7007DAB incorporates a CD player FM/MW/LW RDS analogue radio with Traffic Announcement System and 30 station pre-sets. Priced around £199.

**PersTel BlueNote:** Retailing at under £100, the latest product from PersTel is the most cost-effective hand-held DAB digital radio on the market. The BlueNote is a DAB only battery operated pocket radio. Priced at £99.99

**Pure Digital's Evoke-2:** Stereo digital radio and FM with mains or battery options. Features include two 3 inch speakers, scrolling LCD data display, socket for stereo analogue audio output and DAB optical output, headphone socket, six pre-sets, time and date display and a mains adaptor. Priced around £159.

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## **Technology**

**Acoustic Solutions** will base its DAB products on the new RS200 DAB module from RadioScape. The RS200 is based on the DRE200, Texas Instruments' advanced baseband technology. Acoustic Solution's first product using this technology will be a DAB hi-fi tuner, the SP111. Although Acoustic Solutions is

currently focused on the UK for sales, the company is looking to expand sales into other countries.

For more information, please contact Nigel Oakley at <mailto:nigel.oakley@radioscape.com>

**The dDAB consortium** has announced live consumer trials for multimedia radio in the UK. Consumers can listen to live audio channels while at the same time viewing synchronised visual content delivered via DAB Digital Radio data streams. The aim of the trials is to assess the quality, relevance and effectiveness of the visual data delivered in conjunction with the audio. The trials will take place in London and Loughborough and will use NTL Broadcast's experimental L-Band Multiplex and a research multiplex at Loughborough University.

For further information or the full press release, please contact Iain Duncumb of the IMPACT Research Group at <mailto:I.P.Duncumb@lboro.ac.uk>

**Frontier Silicon** the fabless semiconductor business has shipped more than a quarter of a million DAB modules based on its Chorus DAB and digital audio processor during its first 12 months of production. Chief Executive Anthony Sethill says "we are firmly on track to reach our target of shipping over 500,000 DAB processor modules during the next 12 months."

For more information, please contact Anthony Sethill at <mailto:info@frontier-silicon.com>

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**New Look WorldDAB website! - <http://www.worlddab.org>**

Watch out for a new look website from WorldDAB, coming at the end of August!

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**WorldDAB Project Office is Moving**

On August 22, The WorldDAB Project Office is moving to a new address. Rebecca, Lisette and Veronica are moving the Project Office to:

The World DAB Forum  
5th Floor  
7 Swallow Place  
London  
W1B 2AG  
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