



News



December 2005

An info service of Bayern Digital Radio GmbH

Dear Sir or Madam,  
at the beginning of this month, we would like to keep you updated with Digital Radio news: recent types of receivers, current programmes, expansion of coverage, events and much more. Hopefully some news are of interest to you.

With kind regards  
Wolfgang Paulus

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Receiver

**Bargain hunters' opportunity**

[Frankfurt am Main – 22.11.05] During these weeks electronics warehouse Saturn in Frankfurt offers a real treat for Digital Radio freaks. Car radio KD DB 711 from JVC is being offered there at 129 EUR (usual retail price 250 EUR). The receiver features a DAB tuner, RDS receiver, UW/MW/LW, 24 stations, CD-Player with MP3 and WMA support. For further information please click [here](#).



**AUDI Q7 with Digital Sound**

[Ingolstadt – 16.11.05] Like its predecessors A8 and A6, AUDI's new flagship, the rover vehicle Q7, is offered with a DAB Digital Radio set ex works. The DAB is available for both, the six- and eight-cylinder versions, and costs 410 EUR incl. VAT and. For further details, please click [here](#).



**Magicbox to Sonarics**

[London – 15.11.05] The "ClearSignal Digital Radio solution" developed by Sonarics Labs (see news of 9 August 2005) will be integrated into [MAGICBOX's](#) new line of digital radio receivers. MAGICBOX Products Ltd. was founded in 2004 and is operative mainly in the British market. For the complete press release please click [here](#).

MAGICBOX



**Mobile phones in competition with stereo hi-fi systems**

[München/Bielefeld/London – 08.11.05] In Germany almost every tenth music listener enjoys music through his or her mobile phone once a day or a week. For 37 % of them " music on the move" is one of five ways of listening to DAB Digital Radio, which they will either start to use or use more frequently. According to findings of TNS Infratest, many consumers not only listen via phone while on the move, but also while they are at home. For further information please click [here](#).

tns infratest



Programme

### More programmes in Saarland

[Saarbrücken – 24.11.05] In order to enhance the programme diversity on the L-Band, a further transmitter has been put into operation in Saarland (Göttelborner Höhe). Thus the mobile coverage has increased by 80 % and offers drivers on the Autobahn A1, A623, A8 and A620 additional programmes via Digital Radio. Also the listeners in the area of Saarlouis and Saarbrücken will profit from the additional transmission power. For more information please click [here](#).



### TruckRadio heading forward

[Fürth - 15.11.05] TruckRadio has now expanded coverage via Digital Radio (Band III) also in the Federal states of Lower Saxony, Hamburg and Bremen. Thus reach has been further enhanced by 25% and TruckRadio continues to pursue the aim of broadcasting its programme throughout the German-speaking countries as well as along the most important European highways. The whole press release can be found [here](#).



## Events

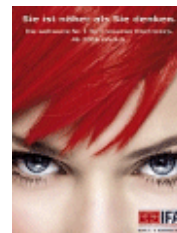
### Medientage München 2005 – Summary

[München – 07.11.05] For all those who were not able to participate in the Munich Media Days 2005 - which took place in late October - all lectures and panel discussions related to Digital Radio and further information material can be downloaded [here](#).



### IFA Berlin annually

[Berlin – 03.11.05] The Supervisory Board and the Board of Directors of the gfu (Gesellschaft für Unterhaltungs- und Kommunikationselektronik) have jointly and unanimously agreed to host the Internationale Funkausstellung (IFA) every year. As a reason they mentioned the acceleration of innovation cycles regarding the consumer electronic industry. Thus the next IFA is to start on 1 September 2006. For further information please click [here](#).



## Miscellaneous

### BLM obtains CELTIC-label for DMB Project

[München – 24.11.05] The DMB Project "MI FRIENDS" - initiated and planned by BLM - has obtained the European CELTIC-Label required for a national funding within the framework of EUREKA. CELTIC initiates and runs Research and Development Projects in the field of telecommunication technologies and is open to any kind of project participants from all EUREKA countries. For more information read the complete [press release](#).



### WorldDAB elects new president

[Prag/London – 23.11.05] WorldDAB has a new Presidency. On occasion of the meeting of the General Assembly early November in Prague, Quentin Howard was elected new President for two years. Howard is chief executive of Digital One, the UK's commercial DAB Digital Radio multiplex operator. He takes over from Annika Nyberg. Leif Lønsmann, Managing Direktor von National Danish Broadcasting Corporation, is Vice President . For further information please click [here](#).



### DAB ahead of Internet radio und DTV

[London – 22.11.05] According to a survey of Joint Audience Research Ltd. (Rajar) radio listening via Digital Radio has, for the first time, overtaken combined listening via the Internet und DTV (Digital Television). Total listening via digital platforms has doubled during the past year. The survey was undertaken in August and September this year. For further information please click [here](#).



### UK brings together Radio & TV

[London – 18.11.05] UK and Korean companies have agreed to progress with a comparative UK mobile multimedia trial utilising the UK's existing and proven DAB Digital Radio infrastructure. The trial will start in April 2006, looking specifically at comparing the technological aspects of the different applications of the WorldDAB Eureka 147 standard, the Korean T-DMB and the enhanced packet IP-based variant of BT Livetime. It is planned to use primarily the L-Band and potentially the Band III spectrum. Participants will include radio and TV broadcasters, content owners, mobile network operators and manufacturers. For further information please click [here](#).



### New Logo for WorldDAB Forum

[Prag – 03.11.05] The WorldDAB Forum has presented a new logo which reflects an expanding and evolving remit. The new logo, unveiled at the General Assembly in Prague (November 3, 2005), demonstrates Eureka 147's ability to deliver any type of application on a broadcast platform. The design remains close to the original WorldDAB logo and the familiar DAB (Digital Audio Broadcasting) logo. For further information please click [here](#).



### New issue of reinHÖREN

[Bonn – 03.11.05] Highlight of the latest issue of reinHÖREN - "das Magazin für Besser-Hörer" – is a report on audio books. The latest issue also presents the Digital Radio Programmes broadcast by Radio Opera and ,Wilantis – das Wissensradio". Moreover, reinHÖREN offers a feature on PURE Digital plus the regular receiver tests and programme schedule for Germany and Switzerland. For further information please click [here](#).



### Rock Antenne + sunshine live + roadRadio = IMDR

[Bonn - 02.11.05] IMDR (Initiative Marketing Digital Radio) has been joined by three new members, all commercial radio makers: Rock Antenne (100% affiliate of Antenne Bayern GmbH & Co. KG) stationed in Ismaning, sunshine live (RNO Rhein- Neckar-Odenwald Radio GmbH & Co. KG) from Schwetzingen and roadRadio (media four media GmbH) based in Berlin. For more information and their engagement within IMDR please read the [press release](#).



Download the current newsletter as a pdf-document

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