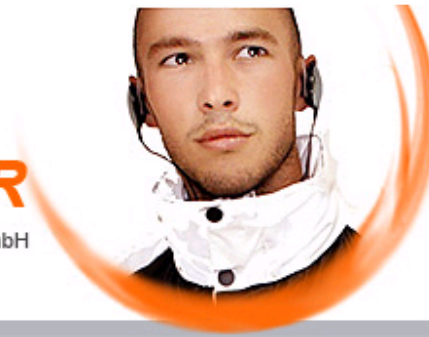




# NEWSLETTER

An info service of Bayern Digital Radio GmbH



90th Issue / August 2010

Dear Sir or Madam,

while most of Germans are enjoying their summer holidays, the Digital Radio industry is busy paving the way for the coming years. After the long-awaited positive signal of KEF, negotiations between broadcasters and network operators are now entering a decisive phase. If everything goes smoothly, the national digital radio multiplex will after all be launched in 2011.

Hopefully, next year holiday makers (and of course any traveller) from north to south will be able to enjoy all the benefits, both the additional information service as well as the brilliant sound of music.

With best regards,

Wolfgang Paulus

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## Special



22.07.10 Fraunhofer IIS and BDR join for strategic partnership [Erlangen / München] 'Make Digital Radio fit for the future' is the strategic target of the partnership between Fraunhofer Institute for Integrated Circuits IIS and Bayern Digital Radio Ltd. In order to support the upcoming restart of DAB/DAB+ in Germany, technology and specifications for...

[more](#)

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## RECEIVER



22.07.10 DAB Slideshow for Sensia [London] The PURE Sensia has been upgraded to supply slideshows via DAB/DAB+ on the colour screen display. Broadcasters can offer this service as an add-on in the form of images, text or graphics to their current radio programmes. Radio stations like ROCK ANTENNE as well as public broadcaster...

[more](#)

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12.07.10 TechniSat with DAB + for VW and Seat automobiles  
[Daun] The German company TechniSat starts the series production for Volkswagen and Seat with the radio navigation system "RNS315. For the European market the dual tuner with phase diversity and automatic tracking station will be equipped with DAB+.

[more](#)

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08.07.10 Fun with PURE in the bathroom  
[Stockstadt] PURE has checked its product range to fit the bathroom. The company Intertek Test Labs tested the ONE family, i.e. the Mini ONE, ONE Classic ONE Elite. These products are now officially authorized for use in the bathroom, provided they are operated with batteries or rechargeable...

[more](#)

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07.07.10 PURE launches rugged weatherproof internet-connected Digital Radio  
[London] PURE, the world-leading radio maker, presents Oasis Flow, its first weatherproof and splash resistant, rechargeable internet-connected digital radio. Practically ready for anything, Oasis Flow (SRP £169.99) is ideal for the bathroom, the beach, the garden, DIY, boating, BBQs and any other...

[more](#)

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06.07.10 More than 160.000 Digital Radio receivers in Bavaria  
[Nürnberg] The most recent data of the latest media analysis for Bavaria on Digital Radio confirm that 2.7 percent of the households in Bavaria own a DAB receiver, i.e. a total of approximately 164,000 Digital Radio receivers.

[more](#)

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30.06.10 PURE now available from 'expert' stores  
[Frankfurt] The complete product portfolio from PURE is now available in all shops nationwide of the trade chain 'expert'. Burkhard Klein, from expert: "We are very pleased to incorporate the award-winning, market-leading products of PURE in our range. The brand fits perfectly in with the 'expert'..."

[more](#)

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## PROGRAM



06.07.10 BBC Trust saves 6 Music  
[London] The proposed closure of 6 Music has been rejected by the BBC Trust in their initial response to plans. The digital station has been under threat since a BBC strategy review in March but the proposal has always needed final approval from the Trust, who represent the interest of licence fee...

[more](#)

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30.06.10 New services on DAB in Norway

[Oslo] Around mid June, the four radiostations Radio Norway, Radio1, P5 and NRJ will be available on national DAB in Norway. All major radiochannels will then be represented in the DAB-network, which means many Norwegians will get access to new broadcasted services. Behind this expansion is SBS...

[more](#)

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## COVERAGE



05.07.10 Broad understanding of network structure

[Saarbrücken] In their most recent conference on the Germany-wide multiplex, all parties agreed on essential elements of the transmitter network installation, particularly with regard to the initial phase. The participants also agreed that the restart of Digital Radio should be accompanied by...

[more](#)

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## Events



15.07.10 Frontier Silicon at IFA 2010

[London] As a supplier of digital radio and connected home-audio technology, Frontier Silicon will join the IFA at Messe Berlin Convention and Exhibition Centre 3rd - 8th September 2010. The company will present the first fully compliant WorldDMB multi-profile receiver which supports DAB/DAB+ and...

[more](#)

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14.07.10 Europe on Track for Mass Market Digital Radio in Cars

[London/Munich] WorldDMB last week hosted its 2nd Car Manufacturers Workshop in Munich which brought together the car industry and European radio broadcasters to discuss the future of digital radio in cars. At this event Bev Marks of TISA, the Traveller Information Services Association, announced...

[more](#)

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05.07.10 STMicroelectronics Hosts Discussions on the Future of Automotive Infotainment

[Geneva] STMicroelectronics (NYSE: STM), the world's largest supplier of components for digital radio receivers, will host this year's WorldDMB Car Manufacturers Workshop in Munich, Germany, on July 7, 2010. The international forum brings together car makers, broadcasters and equipment...

[more](#)

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## MISCELLANEOUS



22.07.10 [Meinungsbarometer Digitaler Rundfunk July/2010](#)  
[Halle/Saale] The current issue of Meinungsbarometer Digitaler Rundfunk published by Verein Digital Radio Mitteldeutschland includes an interview with Prime Minister Beck referring to the KEF decision and its impact, furthermore a report on the current situation in the automotive sector and the...

[more](#)



13.07.10 [New government confirms commitment to Digital Radio](#)  
[London] Ed Vaizey, Minister for Culture, Communications and Creative Industries, confirmed the new Government's commitment to digital radio switchover and unveil the Digital Radio Action Plan. The Minister announced details of the Digital Radio Action Plan for Switchover, including: greening a...

[more](#)



12.07.10 [TechniSat joins WorldDMB](#)  
[Daun] TechniSat Digital GmbH (Dresden) has joined the DAB Forum WorldDMB. With the membership TechniSat impressively once more underlines its strong commitment to the Digital Radio technology. Some years ago TechniSat have started to integrate DAB and DAB+ in their car infotainment...

[more](#)



07.07.10 [WorldDMB welcomes international Digital Radio developments](#)  
[London] WorldDMB's Project Director, Letty Zambrano, welcomes these three important international developments. "Digital radio using the Eureka 147 family of standards, continues to thrive in Europe and around the world as more countries expand their digital radio offerings," she says.

[more](#)



05.07.10 [Deutschlandradio welcomes KEF decision](#)  
[Köln] The Director of public broadcaster Deutschlandradio, Dr. Willi Steul, is "pleased and relieved" by the decision of the KEF to release the funds for the launch of terrestrial digital audio broadcasting (DAB). "With this decision the signal for the nationwide expansion of Digital Radio in..."

[more](#)

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## Events

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13.10.10-15.10.10    Medientage München 2010    München    [more](#)

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03.09.10-08.09.10    IFA 2010    Berlin    [more](#)

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31.07.10-07.08.10

BR-Radltour 2010

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