

RECEIVER

Digital Radio hand-held sub-£100

[Korea - 22.08.03] PersTel BlueNote: It's the first sub-£100 hand-held portable DAB radio. Weighs just 80gm and operates on two AA batteries, the BlueNote comes with stereo headphones and is available exclusively through Dixons and Currys stores in UK. For detailed information please click [here](#).



PROGRAMME

First Shopping Radio on Digital Radio

[Berlin - 25.08.03] "Kaufradio" is the name of the first German shopping station that is broadcasted in Berlin on Digital Radio and nation-wide via the internet. The programme offers a shopping guide, information for consumers, news every hour and the best of music. You can order your favourite items at www.kaufradio.de and in the near future also via mobile phone and sms.



Kids Radio RADJOJO started in Berlin

[Frankfurt - 22.08.03] A private initiative launches the first radio station for kids called "RADJOJO" on Digital Radio. The programme is planned without commercials and is to be refinanced through sponsorship, merchandising and member fees. Between 6am and 9pm there will be a programme for kids from 3 to 13: radio plays, magazines, talkshows and music. An interactive and informative programme for the parents (from 9pm to 12pm) is planned as well. Please find out more about RADJOJO at their own [website](#).



NOVA RADIO goes Berlin

[München - 22.08.03] After its successful start in Munich NOVA RADIO station is now on air in Berlin. The programme is broadcasted on Digital Radio and intermittently also on FM (104.1 MHz). NOVA RADIO focusses on electronic music - from house, trance, techno to drum & bass, chill out and more. At night NOVA RADIO presents mixes from hip DJ's and well-known artists, as well as live acts from the clubs of the city. For detailed information please click [here](#).



Digital Radio meets Fahrgast-TV

[München/Nürnberg - 05.08.03] For almost two years now the bus passengers in Fürth (near Nürnberg) are being informed and entertained by the service "mobil info" via displays. Now Digital Radio makes broadcasting easier and the news are even more up-to-date. Trend Network AG, inventor of "mobil info", uses Digital Radio to ensure highest topicality for the latest news. Bayern Digital Radio is co-partner of the project. Bayern Digital Radio is the network operator for Digital Radio in Bavaria. For detailed information please click [here](#).



New: Data Services via Digital Radio now in Hessen

[Frankfurt - 04.08.03] Content of Digital Radio in Hessen is growing: In addition to the Digital Radio programme now also data services are available, i.e. traffic information, train and flight schedules of various central stations and airports in Hessen. Due to four new transmitters the coverage in Hessen,



especially along the highways, has been improved.
For detailed information please click [here](#).

COVERAGE

Coverage for Digital Radio in Würzburg

[München - 04.08.03] Würzburg is the fifth local network (L-Band) for Digital Radio in Bavaria. The coverage is provided through four transmitters in Würzburg, Ochsenfurt, Ochsenfurt/Stadt and Kitzingen. DeutschlandFunk and DeutschlandRadio Berlin are the first stations to be on air there. BDR, the network operator for Digital Radio in Bavaria, has planned and installed the network in accordance with the demands of the responsible institutions.
For the press release please click [here](#).



EVENTS

IMDR presents Digital Radio at the IFA 2003

[Frankfurt - 14.08.03] For the first time the Initiative Marketing Digital Radio and WorldDAB make a joint presentation with an own booth at the IFA. From 29.08 - 03.09 the complete diversity of Digital Radio will be shown on 200 sqm in exhibition hall 5.2/202: over 50 different receivers from manufacturer all over the world wait to be tested, a stage invites the fairgoer to get interactive with the new technology and with some fortune you can win one of the premium prizes.

For more Information about the 'Internationale Funkausstellung' in Berlin please click [here](#).



www.ifa-radio.de - the making of radio

[Frankfurt - 13.08.03] Three weeks before the fair IFA RADIO 2003 presented its own [website](#). Chairman of the IMDR Christoph Heiseler: "In the run-up to the start of the fairradio at the IFA 2003 we would like to give interested people the opportunity to join the growing of the radio at the internet". The "IFA RADIO 2003", a project of the Initiative Marketing Digital Radio (IMDR), will be broadcasted e.g. via Digital Radio on channel 12D in Berlin/Brandenburg.
You will find the complete pressrelease of the IMDR [here](#).



New magazin leads the way to the future of Digital Radio

Köln - 04.08.03] The magazin with the titel "reinHÖREN" is packed with information about Digital Radio. On 80 pages the reader is shown all about the subject from all the Laender in germany. The magazin will be distributed for free at the IFA-booth of the IMDR (hall 5.2/202).
You will find more details [here](#).

