

What's Hot in DAB!



The World DAB Forum Newsletter N.17 - November 2002

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Retail News

Ford becomes the first automotive manufacturer to make the latest in car digital radio technology available for its vehicles from January 1, 2003. The Blaupunkt Woodstock DAB 52 digital radio will be offered as a dealer-fit accessory.

Dave Challis, Aftermarket Retailing Manager for Ford says: "The sound quality and programming capabilities of in-car digital radio are simply stunning. Each Ford dealer will have a DAB digital radio unit so that motorists can try before they buy."

Ford's commitment to DAB Digital Radio is further demonstrated by its membership in the MXR consortium. MXR operates regional DAB multiplexes in the UK reaching a potential 13 million people.

For more information, please contact Dave Challis at <mailto:dchallis@ford.com> .

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WorldDAB General Assembly

The 8th General Assembly meeting of the WorldDAB Forum was held in Copenhagen on October 10th and 11th in partnership with the Danmarks Radio Digital Radio launch. More news coming soon!

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Product News

Goodmans: Mass market manufacturer Goodmans has announced the world's first mass-market DAB Digital Radio product range. The first two products launch in the UK in November, with more to come in the New Year.

The GPS280 is a personal stereo with AM/FM/DAB and CD. It is both mains and battery operated making it the first truly portable DAB receiver to be commercially available and is priced at around 129 GBP.

Also available in November is the GCD200 ACTIVE, a personal CD player that delivers AM/FM and DAB. This product comes with a pair of tiny speakers and also operates via headphones for mobile listening. It is priced at around 159 GBP.

Early in 2003, Goodmans will add to their DAB range with an in-car product and a tuner.

For further information, please contact Michelle Monckton on: 01992 587 832 or via Email: moncktonm@albapl.co.uk. Alternatively, please visit the website: <http://www.goodmansdigital.co.uk> , or see the press release at <http://www.worlddab.org/pressreleases/Goodmans-Launch-oct02.pdf>

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World News

Canada: On November 4, RadioShack Canada Ltd becomes the first major retail chain in Canada to carry a full line of DAB Digital Radio products for the home and portable markets.

DAB will feature in 250 RadioShack stores around the country with products available immediately including the hand-held PersTel DR101 at \$299 (Cdn)

and the DR201 at \$399 (Cdn). Coming soon is the DAB PCI card from Modular Technology.

Digital Radio Roll-Out Inc, the Canadian DAB marketing board, has put together a demonstration DVD that will be on display at stores around the country. A travelling DAB demonstration show will also be staged at high traffic malls in Toronto, Vancouver, Montreal and Windsor.

For further information on DAB Developments in Canada, please contact Duff Roman at [mailto: duffr@chumlimited.com](mailto:duffr@chumlimited.com) .

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Manufacturers News

ELANsat: Taiwanese OEM manufacturer, ELANsat has made further DAB announcements this month following the launch of two new stand alone and portable OEM DAB products in September. In late November, ELANsat has a new DAB module coming to market, combining base band and RF circuits and capable of receiving both analogue and DAB digital radio. The module can also be connected to a computer's USB for data application.

For further information, please contact Vivian Lai at ELANsat Technologies Inc. [mailto: vivian@elansat.com](mailto:vivian@elansat.com)

GyroSignal: Following the announcement of the Gyro-1111 DAB receiver module in July, GyroSignal, an OEM manufacturer based in Taiwan, now launches the Gyro 1112 module, designed to fulfil the fast increasing demands on the DAB datacasting markets. This new module offers plug and play convenient installation on PC Windows based systems while providing high quality digital sound, as well as wireless data receiving capabilities.

For further information, please contact Allen Tseng at [mailto: allen_tseng@gyrosignal.com](mailto:allen_tseng@gyrosignal.com) , +886 2 8227 3316

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Technology News

Frontier Silicon, makers of SoC (system-on-chip) devices and RF baseband modules have announced the launch of the world's first super-integrated single-chip digital TV and DAB digital radio solution. The new chip is called Logie and will enable a new generation of highly integrated, flexible and cost effective digital consumer electronics products.

It is anticipated that Logie will be incorporated into products such as low cost digital TV set-top boxes allowing users to receive digital terrestrial television and DAB digital radio, as well as products offering any combination of digital entertainment technology in a single box, such as DTT, analogue TV, DAB digital radio, DVD, and Digital Home Cinema Audio.

For further information please contact Sarah Tobin at <mailto:sarah.tobin@frontier-silicon.com>

EPG launches: Three leading UK media companies have agreed to launch the world's first DAB digital radio Electronic Programme Guide (EPG) network. Capital Radio Group, UBC Media Group and Chrysalis Radio will launch the EPG in London and on regional multiplexes around the UK. It will carry all Capital and Chrysalis Radio services. Future Capital Digital and MXR multiplexes will also carry the service. The potential audience at launch is over 22.5 million.

Listeners to Capital Radio and Chrysalis Radio's DAB digital stations can access exclusive text, graphical and interactive programme-related content directly from any EPG-enabled DAB digital receiver. The EPG also provides a schedule of future programmes, enabling listeners to quickly and easily listen to or record their favourite shows. Software upgrades for a number of existing PC-based DAB receivers will be available free of charge, and portable EPG-capable devices are expected from 2003.

For further information please contact Giacomo Shimmings at <mailto:giacomo.shimmings@unique.com>

If you know of a DAB Digital Radio Electronic Programme Guide either currently operating or testing outside the UK, please contact the WorldDAB Project Office, at <mailto:cooper@worlddab.org>

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Joint DRDB/IMDR Visit to Hong Kong and Korea

Representatives from the DRDB, Digital One and the German DAB industry body, the IMDR, visited the Far East for the Korean Electronics Show and the Hong Kong electronics show in October.

Interest in DAB digital broadcasting is high in the Far East and the team identified a total of 15 companies manufacturing equipment, with six of these being new to the market. These are largely in addition to the ten manufacturers already in the UK market this quarter.

Low cost volume manufacturers in China in particular see DAB as an opportunity to make more technical equipment with higher margins.

The team met with seven companies in Korea and seventeen in Hong Kong in order to determine the status and issues facing manufacturers of DAB receivers.

For more information on this event, Klaus Schindewolf at the IMDR <mailto:schindewolf@zvei.org> +49 (0)69 6302-249 or Nick Flaherty at the DRDB, <mailto:nick@drdb.org> +44 (0) 20 7306 2635

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Further News

ICM Analytics and Coleago Consulting are proposing a scenario planning study for the world-wide DAB community. The study will, among other things, capture recent developments in the international DAB sector; capture impacting developments in other digital media area; develop three or four possible scenarios for DAB's development to the year 2012; develop scenario-based, multiple DAB forecasts for different country markets.

The company is offering World DAB Forum members a 10% discount on participation in this study. Please contact Birgit Neunert at <mailto:birgit.neunert@icmanalytics.com> for more information.

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