



## PRESS RELEASE – FOR IMMEDIATE RELEASE

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**EICTA, the European digital technology industry Association announces a major step in achieving harmonised and interoperable digital radio services across Europe**

EICTA, in cooperation with the European Broadcasting Union and WorldDMB, has recently launched a major initiative aimed at achieving harmonised and interoperable digital radio services across Europe.

The three organisations are jointly developing a common specification detailing the minimum requirements for future digital radio receivers based on the DAB / DAB+ / DMB family. Three receiver profiles are being considered namely;

1. the Standard Radio Receiver (Profile 1) which is expected to drive the price-sensitive mass-market radio devices and will decode all types of digital audio used in the Eureka 147 standard across all countries.
2. Rich Media Radio Receivers (Profile 2) addressing radios with display screens to receive multimedia broadcasts, ranging from still pictures to interactive graphics and text; and
3. the Multimedia Receiver (Profile 3) will decode all audio services together with multimedia broadcasts and mobile video.

Features and functions appropriate to in-car systems, including automatic retuning and advanced travel and traffic services providing real time information to satellite navigation systems are also addressed in the Receiver Profiles. These Profiles will enable European consumers driving between countries to receive all Eureka 147 digital radio broadcasts on their car radios.

Mark MacGann, EICTA Director General said "The initiative effectively creates a single digital radio market for Europe. Manufacturers, broadcasters and more importantly consumers will benefit from this industry led initiative. It is a clear statement that the European Digital industry is looking to the future and encouraging the take up of digital radio across Europe."

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**Notes to Editor:** The universal desire for a harmonised successful consumer market in digital radio has been at the heart of this work, intended to stimulate further growth and deployment of the Eureka 147 standards, already the world's most successful digital radio system.

In June this year media regulators and broadcasting representatives from France, the UK and Germany requested that the European digital radio industry collaborate to ensure that all digital radio receivers work in any country regardless of that country's choice or combination of DAB, DAB+ and DMB broadcasting standard. World DMB, an international non-governmental organisation with members from across the digital radio industry has led the development of these standards. Working with the major European broadcasting and manufacturer groups and with its members worldwide, the launch of the 'Receiver Profiles' is expected to signal the beginning of a unified digital radio market in Europe and elsewhere. The focus of this work was to create a harmonised receiver market for Europe but also with a view to international harmonisation. Experts from a cross-section of the European digital radio industry considered the complex manufacturing issues relating digital radio chip set architecture together with consumer behaviour, market demand, broadcaster requirements and economic circumstances relevant to manufacturing investment.

**About the Eureka 147 family of standards:** The foundation standard DAB and related standards such as DAB+ and DMB can be seen and heard in nearly 40 countries across Europe and the Far East. More than 500 million people worldwide are within range of a DAB/DMB transmitter and there are nearly 1000 services on air. Created to enable mobile reception with audio, video and multimedia capabilities the DAB standard has recently extended its lead into the world of mobile multimedia delivery through its compatible DMB application. DMB is DAB's Mobile TV solution and shares the same core standard, infrastructure and receiver technology. The launch of the world's first Mobile TV services took place in Korea in December 2005 using DMB technology. DMB is on-air in China in five major cities including Beijing for the 2008 Olympics more DMB services are expected to launch Worldwide next year. The addition of DAB+, as a highly efficient audio coding that has been ETSI standardised, has encouraged the take up of digital radio with a commercial launch in Switzerland planned launches in Australia, Malta and Hungary. Eureka 147 (DAB, DAB+, DMB) is now on-air or testing or on-trail in the UK, Ireland, France, Germany, Norway, Denmark, Switzerland, Italy, Spain, the Netherlands and further countries across Europe.



## EICTA MEMBERSHIP

### About EICTA:

EICTA, founded in 1999 is the voice of the European digital technology industry, which includes large and small companies in the Information and Communications Technology and Consumer Electronics Industry sectors. It is composed of 59 major multinational companies and 40 national associations from 30 European countries. In all, EICTA represents more than 10,000 companies all over Europe with more than 2 million employees and over EUR 1,000 billion in revenues.

### The membership of EICTA:

#### Company Members:

Adobe, Agilent, Alcatel-Lucent, AMD, Apple, Bang & Olufsen, Brother, Canon, Cisco, Corning, Dell, EADS, Elcoteq, Epson, Ericsson, Fujitsu, Hitachi, HP, IBM, Infineon, Ingram Micro, Intel, JVC, Kenwood, Kodak, Konica Minolta, Lexmark, LG Electronics, Micronas, Microsoft, Motorola, NEC, Nokia, Nokia Siemens Networks, Nortel, NXP, Océ, Oki, Oracle, Panasonic, Philips, Pioneer, Qualcomm, Research In Motion, Samsung, Sanyo, SAP, Sharp, Siemens, Sony, Sony Ericsson, STMicroelectronics, Sun Microsystems, Texas Instruments, Thales, Thomson, Toshiba, UMC, Xerox.

#### National Trade Associations:

**Austria:** FEEL; **Belarus:** INFOPARK; **Belgium:** AGORIA; **Bulgaria:** BAIT; **Cyprus:** CITEA; **Czech Republic:** ASE, SPIS; **Denmark:** ITEK, IT-Branchen; **Estonia:** ITL; **Finland:** FFTI; **France:** ALLIANCE TICS, SIMAVELEC; **Germany:** BITKOM, ZVEI; **Greece:** SEPE; **Hungary:** IVSZ; **Ireland:** ICT Ireland; **Italy:** ANIE, AITech-ASSINFORM; **Malta:** ITTS; **Netherlands:** ICT~Office, FIAR; **Norway:** ABELIA, IKT Norge; **Poland:** KIGEiT, PIIT; **Romania:** APDETIC; **Slovakia:** ITAS; **Slovenia:** GZS; **Spain:** AETIC, ASIMELEC; **Sweden:** IT&Telekomföretagen; **Switzerland:** SWICO, SWISSMEM; **Turkey:** ECID, TESID, TÜBISAD; **Ukraine:** IT Ukraine; **United Kingdom:** INTELLECT.