

PRESS RELEASE

2. November 2016



DAY WITH DIGITAL RADIO

8. November, 2016

The Czech broadcast - Gallery, Vinohradská street 12, Prag

The company RTI cz s.r.o. is hosting with the cooperation of the Czech Radio and the representative market of the Czech Radio Radioservis a.s. an event "DAY WITH DIGITAL RADIO". This time a day awaits for the visitors full of presentations about the digital broadcast, the exposition of DAB receivers, the first mobile phone with DAB+, they also have the option to try the receivers out, observe their new possibilities and listen to the digital broadcast. The receivers are available in the store of Radioservis also with a little gift prepared for the customers. This event has already taken place in November 2015 and in March 2016 with a huge success.

Program:

Presentation about the digital broadcast (10am / 1pm / 4pm / 7pm)

- the history of the Digital Audio Broadcasting here and abroad
- the basic parameters / advantages of DAB - FM
- the digital broadcast from A to Z / Emergency Warning system
- current situation abroad and in the Czech republic / DAB receivers on the market
- the first mobile phone with DAB+ / Handicapped accessible digital radios
- the future of the digital broadcasting (services)

Exposition of the digital radio DAB (9am - 9pm)

- the news from the exposition IFA 2016 in Berlin
- broadcasting receiver/ broadcasting antenna / mobile phone with DAB+
- the backstage of the digital broadcasting

The selling of the digital radio DAB (9am - 6pm)

- the representative store of the Czech Broadcast Radioservis
- a small gift with every radio

There are now over 30 radio stations broadcast on DAB in Czech Republic, including all of Czech Radio's programmes. DAB is the de-facto digital broadcasting standard used in a number of countries throughout Europe, Asia and the Pacific, currently serving almost 1966 broadcasting stations across the world and with over 51 million DAB/DAB+ receivers have been sold globally.



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