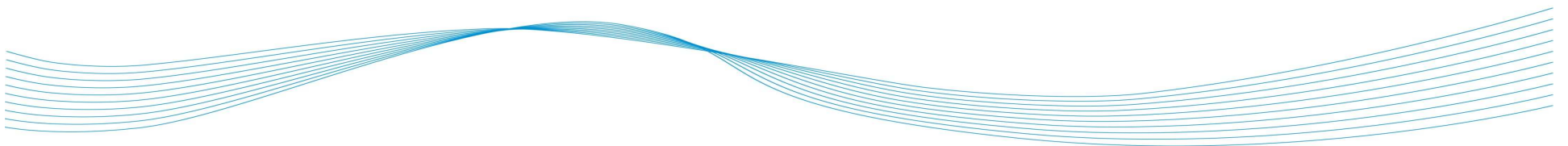


World DMB Car Manufacturers Hildesheim, Germany

Digital Radio Receiver Profiles

Lindsay Cornell, Chairman, TC

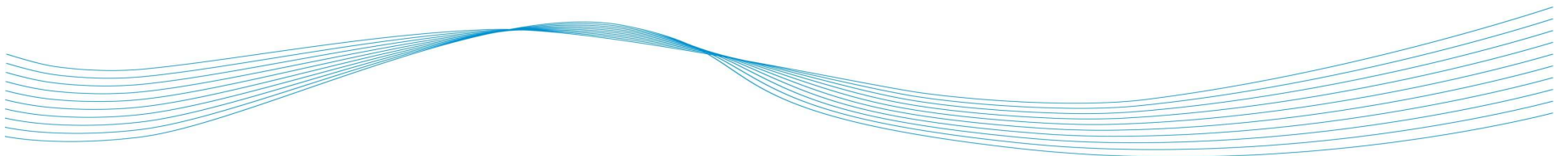
May 27th 2009



Digital Radio Receiver Profiles

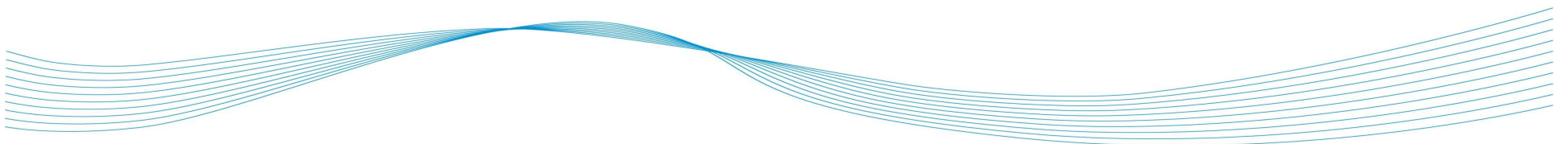


- **Joint WorldDMB, EBU, EICTA initiative**
- **Universal receiver specifications created**
 - One receiver works in all countries
 - Interoperability for consumers
 - Wider market for manufacturers
 - Flexibility for broadcasters
- **3 Receiver Profiles**
 - Announced at IBC 12th September 2008
- **Already supported by major manufacturers**



Digital Radio Receiver Profiles

- **3 Profiles**
 - From simple to complex devices
- **Hierarchical**
 - Each successive profile includes all features from previous profile, and adds new features
- **Mandatory features**
 - Essential features for each Profile
- **Recommended features**
 - Features used by many broadcasters



Digital Radio Receiver Profiles

Benefits

- 3 Receiver Profiles target broad *types* of receiver
 - Addresses varied modes of use and consumer appeal
- Broadcasters know precisely what content is supported by each receiver type
- Receiver Profiles define the minimum required features of a digital radio
- Manufacturers may add any additional features
 - i.e. Profiles are not restrictive in any way
- Profiles fit with manufacturing capability
 - i.e. reality not “wish lists”



Digital Radio Receiver Profiles

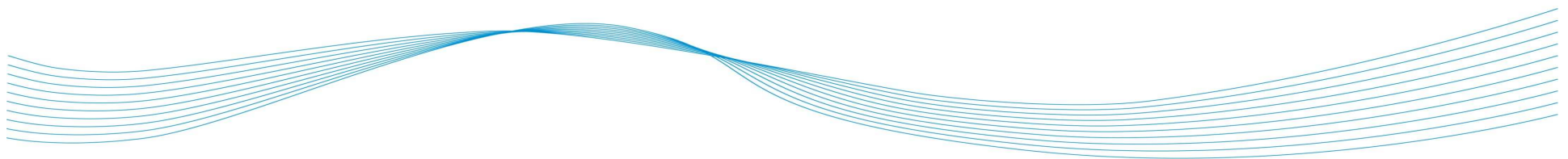
Profile 1

Standard Radio Receiver

Table-top/bedside/pocket/in-car

Simple text screen

- Receives all DAB, DAB+ and DMB radio
- Displays scrolling text
- Mass market receivers
- Prices from €25



Digital Radio Receiver Profiles

Profile 2

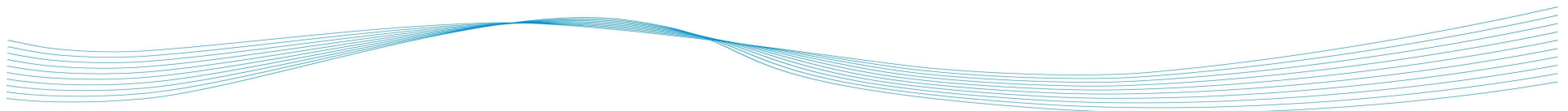
Rich Media Radio Receiver

Colour screen

- Slideshow, BIFS,
- advanced text
- EPG , TPEG

Creates new kinds of radio

- Wifi, in-car, interactive
- Media storage, podcast



Digital Radio Receiver Profiles

Profile 3

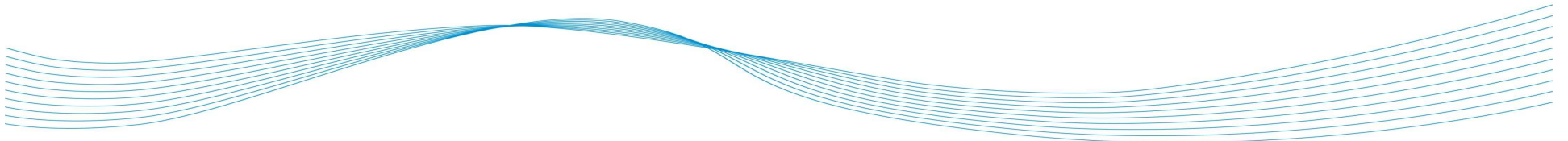
Advanced Multimedia Receiver

Decodes all DAB, DAB+ and DMB services

- DMB Video
- BIFS, EPG, TPEG



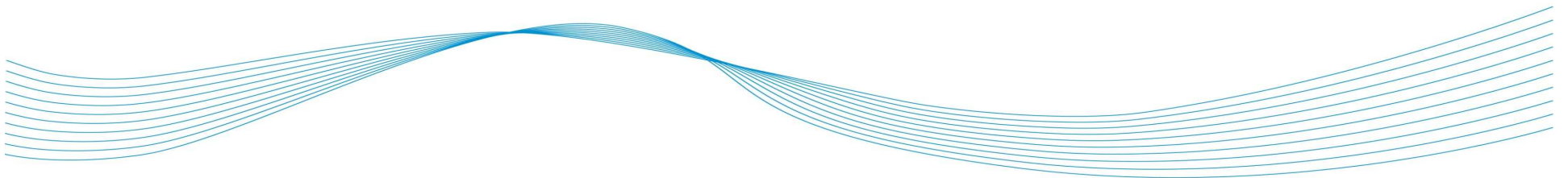
Digital radio is likely to be just one of several multimedia components included inside these types of devices



Digital Radio Receiver Profiles

In-car differences

- In-car products have an overall exemption for any safety related conditions imposed by regulators
 - e.g. scrolling text
 - e.g. moving pictures
 - e.g. control interfaces
- The Receiver Profiles mention some specific differences for in-car products

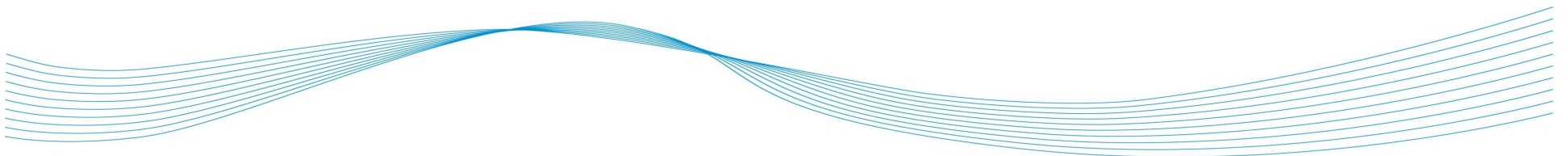


Digital Radio Receiver Profiles



In-car differences

- L-band reception is mandatory
- Traffic and travel interfaces for TPEG and TMC
- Service following between RDS and digital



Thank you

For more information please visit

www.worlddab.org

www.worlddab.org/public_documents/WorldDMB_Digital_Radio_Receiver_Profiles.pdf

