

# What's Hot in DAB!



## The World DAB Forum Newsletter N.14 - August 2002

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#### **VIDEOLOGIC BECOMES PURE**

One of DAB digital radio's pioneering manufacturers has changed its name. In July, VideoLogic became PURE Digital in a move that reflects the changing nature of the company's product range. This has broadened from VideoLogic's PC video and graphics focused origins to include new technology areas being developed by parent company, Imagination Technologies.

One of the first products launched by PURE Digital is the DRX-701ES DAB digital radio tuner. Using third generation DAB technology, this tuner gives the award winning DRX-601ES a complete cosmetic overhaul and adds a range of new and improved features. At the same time, the DRX-701ES is priced £100 less than its predecessor.

<http://www.pure-digital.com/>

#### **PURE EVOKE-1**

The world's first commercially available mains operated stand alone DAB digital

radio went on sale in London on July 31 and sold out in three hours. The PURE EVOKE-1 by PURE Digital is the first high volume DAB digital radio to hit the mainstream market. The launch was supported by an on-air advertising campaign from the DRDB (Digital Radio Development Bureau) across London's local analogue radio stations.

At an affordable price of £99, the EVOKE-1 is the lowest priced, smallest and most portable way to listen to DAB digital radio.

As stocks run out in London, more product is expected to be available at multiple retailers, independent hi-fi dealers and department stores across the UK by early September.

<http://www.pure-digital.com/>

## **WOODSTOCK DAB52**

Blaupunkt has announced record sales for their Woodstock DAB52 receiver which went on sale in Germany in May. The Woodstock is the first in-car receiver to boast integrated CD, MP3 and DAB/FM/MW/LW radio capacity. Wolf-Henning Schneider, Director of Blaupunkt, says 10,000 receivers have been sold since the product launched in May making it the best selling receiver ever in its price range (approx 500 Euros).

[http://www.worlddab.org/rarchive/rarch\\_frame.htm](http://www.worlddab.org/rarchive/rarch_frame.htm)

## **ACOUSTIC SOLUTIONS**

Known in the UK for its quality speakers and, under its Homemix brand, its home DJ kits Acoustic Solutions has just launched its first audio receiver product - a DAB digital tuner. The SP110 retails at £129 making it the lowest priced tuner currently on the market. The tuner features an auto scan for local and national stations, four station presets, a favourite station memory facility and a simple rotary dial. It is widely available through a major high street catalogue retail outlet in the UK.

[http://www.argos.co.uk/webapp/commerce/command/ExecMacro/ols\\_prod\\_detl.d2w/report?prfrnbr=5124785&prmenbr=6970&type=big&thisMode=ols&cgrfnbr=74906](http://www.argos.co.uk/webapp/commerce/command/ExecMacro/ols_prod_detl.d2w/report?prfrnbr=5124785&prmenbr=6970&type=big&thisMode=ols&cgrfnbr=74906)

## **TYTELSTAR**

Korea based TYtelStar is one of the largest DVD original design manufacturers in the world. Texas Instruments has announced that TYtelStar is moving into the DAB digital radio market with a new, affordably priced hi-fi receiver using TI's low-cost, low-power digital baseband and analogue chipset. It is reported that TYtelStar plans to develop next-generation convergence devices

incorporating DAB digital radio.

<http://focus.ti.com/docs/pr/pressrelease.jhtml?preId=sc02100&prSection=overview>

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## **TAIPEI July 1st - 2nd 2002 INTERNATIONAL DIGITAL BROADCASTING CONFERENCE AND EXHIBITION**

This was the second year that PC Radio (DAB commercial multiplex operator), along with Taiwan DAB & DTV committees, have organised a conference on digital broadcasting, covering both radio and television developments. It was supported by the Taiwanese Ministry of Economic Affairs, as part of its proactive push for the adoption of digital broadcasting in Taiwan.

The two-day conference focused on the major issues for digital roll-out, such as policy and regulation; technology; market development; broadcaster business strategies; and consumer expectations.

More than 200 attendees from broadcasting, hardware manufacturing, government, electronic media, advertising, telecommunications, internet industry as well as academics and venture capital companies attended the conference. At an exhibition area, Far Eastern manufacturers displayed DAB and DTV products.

Korean manufacturer Perstel presented its new prototype pocket DAB receivers. Panasonic Europe presented its various DAB projects including ADEPT, rewind radio, chip developments, pocket DAB receivers.

Radioscape highlighted some of the many areas in which it is providing broadcast solutions for DAB.

Harris Broadcast Europe explained the company's role in providing hardware solutions for DAB broadcasters.

Digital One outlined its innovative and proactive multiplex business approach which has contributed to the UK's world leading DAB status.

Representatives of DRM and IBOC proposed alternative, and/or complimentary, solutions to DAB for particular parts of the world.

The conference also provided an opportunity for audience involvement and

debate, with a number of panel sessions looking at business models, market analysis, revenue opportunities, and specifically the market potential for Taiwan.

For more information, please visit <http://www.pc-radio.com.tw> , or contact Gina Hsu <mailto:gina@pc-radio.com.tr>

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## **DLS BREAKTHROUGH**

GyroSignal, a company based in Taiwan, has demonstrated the world's first DLS display in a DAB radio using Chinese characters. The demonstration was given by Dr. Fang-Chu Chen, section leader of Taiwan Computer and Communications Research Laboratories of ITR (Industrial Technology Research Institute of Taiwan), at a DAB technical seminar held in July. This is a significant breakthrough which it is expected will soon be available commercially for use in Taiwan and mainland China.

For more information contact Pearlynn Pek <mailto:pearlynn-pek@asiadab.org>

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## **TRANSMITTERS IN GERMANY**

In the German State of Hessen, three new transmitters have been switched on bringing improved coverage to the towns of Frankfurt/Main, Wiesbaden and Kassel. Hessen now enjoys nearly 80% DAB coverage.

For more information log on to <http://www.digitalradio-info.de>

or email Mrs Carmen Kautner at <mailto:carmen.kautner@hessendigitalradio.de>

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## **COMING SOON**

On August 16, the BBC will launch 1Xtra, its newest national DAB digital radio station. 1Xtra, a station dedicated to playing the very best in contemporary black music for a young audience.

For more information visit <http://www.bbc.co.uk/1xtra>

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## **WORLD DAB AT IBC**

A Supersession on DAB will be held at IBC 2002 Monday September 16 in Amsterdam. President Annika Nyberg will chair a session bringing delegates up to date on digital radio developments around the world, followed by a demonstration some of the latest products available. In the afternoon, a double-header on Radio in the 21st Century will include presentations from Panasonic, Sorbonne Radio, Sony, Command Audio, RadioScape and Zoopad. Visit the WorldDAB stand at the EBU Village (stand number 10.411) at the IBC 2002 event to see the latest products.

For more information contact Lisette Cooper at the WorldDAB Project Office <mailto:cooper@worlddab.org>

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## **AND FINALLY.....**

Congratulations to Julie and Keith Ackerman on the birth of baby Annabelle, born at 6pm on Saturday July 20 and weighing in at 4.25kg (9lb 6oz). Mother and baby are doing well and planning for their next adventure, the move to the United States. All at WorldDAB send best wishes to the family.

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**ENDS**