



**radioscape**

## ***PRESS RELEASE***

Broadcast Asia 2007  
World DMB Pavilion  
Hall 7 H2 – 08

### **RadioScape Unveils DAB+ Solution for Digital Radio**

*New **fusion** Broadcast System enables broadcasters to undertake DAB+ network trials and prepare for commercial rollout.*

**Singapore, 19<sup>th</sup> June 2007**, RadioScape launches **fusion**, version 6 of its market-leading Broadcast System which includes DAB+ capability. When combined with RadioScape's latest DAB+ Field Monitor it provides broadcasters with the perfect toolset to determine DAB+ transmission network requirements.

“The introduction of DAB+ has been well received by broadcasters across the globe and especially in the Asia-Pacific region where new digital radio networks are now being established” said Les Sabel, Vice President of Technology at RadioScape. “DAB+ provides a significant increase in the number of audio services compared to DAB providing more choice for consumers. **fusion** delivers broadcasters high functionality and flexibility while also significantly reducing the cost per audio channel.”

The end-to-end capabilities provided by the combination of the **fusion** broadcast system and the complementary DAB+ Field Monitor enable broadcasters to undertake field testing of the DAB+ standard to ascertain coverage area and system performance in preparation for commercial rollout. A wide range of testing is possible, including: HE AAC v2 audio transmission rate assessment as well as the determination of transmission performance through extensive metrics (e.g. BERs, Viterbi and Reed-Solomon FEC, DAB+ Fire Code and audio CRCs). The DAB+ Field Monitor also records both the field strength and GPS coordinates allowing comprehensive coverage maps to be produced.

“Singapore has successfully launched DAB services and Australia has announced that it will use the DAB+ standard while a number of other ASEAN counties are currently preparing for roll-out,” said John Hall, Chief Executive Officer of RadioScape.

“Responsiveness and flexibility have been the keys to our success in the Asia-Pacific region. With our Regional HQ and Development Centre in Hong Kong, RadioScape is well positioned to assist Asia Pacific broadcasters as they implement DAB, DMB and now DAB+.”

DAB+ is the latest update to the DAB/DMB family of standards. RadioScape has been driving the move to digital audio for more than ten years and its revolutionary Software Defined Digital Radio (SDR) approach enables it to be first-to-market with innovative solutions. The company was heavily involved in the WorldDMB Task Force that defined the updated DAB+ standard (published in February 2007), providing both the broadcast equipment and Field Monitors that enabled task force members around the globe to undertake field-testing.

WorldDMB President Quentin Howard added, "DAB+ opens up a world of new possibilities for broadcasters and consumers. With its state-of-the-art audio codec, DAB+ can offer more new stations and listener choice, enriched consumer experiences, and a lower cost base with new revenue opportunities for broadcasters. Companies like RadioScape who can offer customers DAB+ solutions now make it possible to demonstrate the many benefits this additional DAB standard delivers and ensured broadcasters maintain their advantage in the digital broadcast business."

Visitors to the RadioScape booth at the World DMB Pavilion, Hall 7 H2 – 08 will be able to witness live product demonstrations of the new DAB+ enabled **fusion** Broadcast System. RadioScape will also demonstrate its new Single Frequency Network Monitor equipment which provides an ideal solution for cost-effective DAB/ DMB/ DAB+ network monitoring.

Les Sabel, RadioScape's vice president of technology, will also be presenting at the World DMB Comparison DAB Technology & Convergence Seminar on June 20<sup>th</sup>, delivering an overview of *The New Radio Revolution : Multimedia Applications & Services*.



### ***About RadioScape plc***

RadioScape® plc. is the world's only developer of end-to-end digital audio broadcasting solutions giving RadioScape unmatched systems knowledge and enabling it to ensure that customers receive the highest levels of quality, robustness and reception at all stages.

Its Digital Radio Broadcast Suite is used extensively throughout the world including the largest DAB installation to date. This is also being used to roll out Mobile TV services using Digital Multimedia Broadcasting (DMB) in many countries, particularly in the Asia Pacific region where there are already many installations in China.

RadioScape's innovative *Software Defined Digital Radio*™ approach has made it a leader in DAB and DMB technology with its DAB receiver modules being extensively used by many of the world's leading consumer electronics manufacturers. The company has recently begun shipping its first generation of DRM/DAB modules, enabling multi-standard consumer receivers to reach retail this year.

Founded in 1996, RadioScape's investors include Atlas Ventures, Royal Bank Ventures Investments, Scottish Equity Partners, JAFCO, Texas Instruments, Yasuda Enterprise Development, iGlobe Partners, Psion and ntl. RadioScape is headquartered in London, England with offices in Hong Kong. For more information, please visit <http://www.radioscape.com>

*RadioScape is a registered trademark and Software Defined Digital Radio is a trademark of RadioScape plc. All other trademarks are acknowledged.*

### ***About World DMB***

WorldDMB Forum is an international non-government organisation. Its objective is to coordinate the implementation of DMB services based on the Eureka 147 DMB System. Over the last five years, World DMB has seen its membership within Asia expand, and today Asian members represent almost a third of the entire global membership.

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