



NEWS RELEASE

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For IMMEDIATE Release

SomersData Supports Development and Rollout of DAB and T-DMB Services in South Korea

Korea was the first country to launch Digital Multimedia Broadcast (DMB) services, a mixture of television, data and radio services based on the Eureka 147 (Digital Audio Broadcast) platform. The first commercial mobile TV, radio and multimedia services were launched at the end of 2005 in the metropolitan Seoul area.

During the past 24 months SomersData (Wells, UK) has supplied a range of Recording, Replaying and Monitoring products for Digital Radio and DMB to Korean national broadcasters, receiver manufacturers and research institutes. SomersData's products have helped to facilitate the development, implementation and commercial launch of T-DMB in Korea.

With the support of their Korean partner SM CNS Corporation, SomersData has supplied DABSTOR, their Ensemble Multiplex Recorder/Replayer/Monitor system for use on T-DMB multiplexes operated by most of the DMB service providers including Seoul Broadcasting System (SBS), Korean Broadcasting System (KBS), Munhwa Broadcasting Corporation (MBC), the 24-hour News station YTN and more. *"These organisations represent the infrastructure behind the development and rollout of DAB and T-DMB services, and we are very proud to be supplying our products to these major Korean broadcasters. Our success in Korea is a testament to the excellence of our DAB and T-DMB products, as well as our customer's appreciation of SomersData's commitment to develop and support the new Digital Multimedia Broadcasting technology"*, commented Edwin Kayes, SomersData's Sales and Marketing Director.

SomersData has also supplied DABSTOR Replaying and Monitoring systems to a number of Digital Radio and T-DMB receiver manufacturers, including Hyundai Motors, Pantek & Curitel, LG Electronics, and Samsung Electronics to support their development of in-car, portable and mobile-phone handset receivers. In just a few months, an estimated 22,000 mobile devices have been sold in Seoul, with sales of two million expected by the end of 2006.

Other key areas of interest for T-DMB are Germany, France and the UK, where trials of this multimedia enhancement of the existing DAB network are either currently running or are planned for 2006. Both Germany and Korea are expected to expand their T-DMB services to broadcast 2006 FIFA World Cup matches to mobile devices.

The Eureka 147 (DAB Technology) format for radio, mobile TV and data services continues to prove itself in nearly 40 countries around the world and SomersData has become the key supplier of Ensemble Multiplex recording and monitoring products for this growing market.

DABSTOR is a versatile range of Recording, Replaying, Monitoring and Analysis equipment for DAB Ensemble Multiplex data streams, which has been supplied by SomersData to major broadcasters, network operators and receiver manufacturers worldwide.

SomerData is based in Wells, Somerset (UK) and was founded in 1997. The Company designs and manufactures an innovative range of specialist digital data capture, recording and analysis products for broadcast, communications and public security applications.



[DABSTOR Rackmount and Transportable Recorder/Replayer/Monitor](#)

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