

## PURE Digital Supports DAB+ Roll Out in Malta



London, 27<sup>th</sup> November 2008: PURE Digital – a division of Imagination Technologies (LSE:IMG) and the world leading manufacturer of DAB (Digital Audio Broadcasting) digital radios – today announces that it will be supporting the DAB+ roll out in Malta with a strong portfolio of DAB+ radios.

PURE has the widest range of DAB+ radios available on the market and aims to have a range of eleven radios available in Malta in time for the peak season.

PURE's award-winning Highway (SRP: €125) is the first DAB+ radio to be launched in Malta. Highway, recipient of the 2008 Auto Express Product of the Year award, is a complete adaptor solution for the car that allows the user to listen to DAB digital radio on the car's existing FM audio system.

Other DAB+ radios soon to be launched in Malta include portable radios ONE Elite and ONE Classic (SRP: €99 and €85) followed by the multi award-winning EVOKE Flow (SRP: €195) which combines DAB digital radio with Wi-Fi technology and FM to embrace many different ways of listening to audio including Internet radio stations, DAB digital radio, FM, podcasts, listen again content\* and media streaming from local PCs or network storage.

Paul Smith, general manager of PURE, says: "With our engineering expertise, PURE has done more to innovate in the digital radio field than any other brand worldwide. In fact, the first DAB+ capable products in the world are already shipping from PURE and we are planning a strong DAB+ range for 2008/9. This announcement today is set to drive the Maltese digital radio market and the PURE brand forward."

Says Sergio D'amico, Managing Director, DigiBNetwork: "PURE is leading the way with DAB+ technology for the home and in vehicles, which is essential for the take up of the service as Malta has a very high proportion of in-car radio listeners. PURE has been of great assistance to Digi B in helping us give Maltese listeners access to the latest technology with its cutting edge products."

Malta is one of the first European countries to roll out a DAB+ network and services are due to be launched in October 2008. A trial digital radio service has been live and on air in Malta through DigiBNetwork since September 2008 serving 80% of Malta's population. Once the DAB+ network is fully deployed, it will offer more coverage than the national FM platform. Several local radio stations are currently participating in the DAB trials, namely Radio 101, RTK, Super 1 Radio, Capital Radio, 89.7 Bay, Smash Radio, Calypso 101.8 and Campus FM.

Some stations, which were previously unavailable on the island, are being rebroadcast on the new platform including BBC World Service VOA Music Mix, RAI Stereo 1/2/3, Retesport, Radio DeeJay, World Radio Network and Radio Padre Pio. Some new local stations will also be available on the DAB+ network including Cuore D'Italia, Gozo Digital, The Groove, The Opera Channel and Christian Light Radio. By mid 2009, there will be a total of 15 local stations that are exclusive to the platform.

Please visit [www.pure.com](http://www.pure.com) or call 0845 1489001 for more information.

#### **Editor's Notes**

\*Available from radio stations that have a listen again/ archive service, including most BBC stations

#### **About DAB Digital Radio and DAB+**

Digital Radio means more stations, more choice and more content for listeners. DAB digital radios feature innovative design and features and are available in a huge variety of types ranging from personal to portable and micro-systems to clock radios. The radios are easy to use and to tune thanks to the alphabetical station listing. Some allow the user to pause, rewind and record live radio. Most DAB digital radios also receive FM. DAB+ is the latest variant of the DAB family of standards allowing more stations to be delivered at superior audio quality.

#### **About DigiBNetwork**

Digi B Network is licensed by the Malta Communications Authority to provide T-DAB services. It won all the allocated spectrum available for DAB in a transparent auction held in February 2006. Digi B Network had rolled out DAB+, making Malta the first European country to roll out DAB+ commercially. See [www.dab.com.mt](http://www.dab.com.mt)

#### **About PURE Digital**

PURE Digital is the world's leading manufacturer of DAB digital radios and the creator of the

EVOKE family, the most popular DAB radios in the world. A UK business using UK technology, PURE Digital offers the widest range of award-winning DAB radios. PURE Digital is a division of Imagination Technologies Group plc. See [www.pure.com](http://www.pure.com).

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