



News Release

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VDL Opens New International Sales & Marketing Office for its expanded range of professional DAB and DMB products

VDL (Lyon, France) has extended its investment in its Digital Audio Broadcast (DAB)/Digital Multimedia Broadcast (DMB) business with the acquisition of the broadcast product range of **Somerdata Ltd.** (Wells, Somerset, UK), the opening of its new International Sales & Marketing office in the UK and the appointment of Edwin Kayes as Sales & Marketing Director for Broadcast Products.

The new **VDL** Sales & Marketing office at CityPoint, Bristol will handle world-wide promotion and sales of the combined **VDL** and **SomerData** DAB/DMB product ranges, plus European sales of broadcast test & measurement products from strategic partner **SM-CNS** (Seoul, Korea).

This combination of these products puts **VDL** at the forefront of the latest multimedia digital radio technologies including head-end encoders, multiplexers, as well as systems for pre-transmission and post-transmission recording, monitoring and analysis.

VDL offers a range of audio encoders Digital Audio Broadcast (DAB & DAB⁺), video encoders for Digital Multimedia Broadcast (DMB) and Ensemble multiplexers for broadcasters and network operators. **VDL's** products include: D-VAUDAX, the all-in-one DAB/DMB multiplexer; D-AUDIENCE Audio encoders for DAB/DAB⁺ and D-EVIDENCE video encoders for DMB.

The recently acquired **SomerData** products provide monitoring, logging, recording, replay, analysis and signal routing for DAB, DAB⁺ and DMB broadcasters, network operators and developers, including DABSTOR for head-end applications and DABSTOR-Rx for post-transmission applications.

The **SM-CNS** products available from **VDL** include the DABAIR-II Plus, which is the latest development of the portable DAB/DAB+/DMB On-Air Monitoring & Analysis Receiver.

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Commenting on the acquisition and opening of the new Sales & Marketing office, CEO of VDL, Yannick Andre-Masse said: "These are exciting times for multimedia digital radio, with several countries rolling-out DAB+ and DMB networks, other countries expanding or upgrading existing networks, plus upgrades from DAB to the latest DAB+ audio technology. There is a strong synergy between the VDL and SomerData product ranges, including technologies, applications and customers. Bringing these product ranges together at this time will be of great benefit to VDL's customers world-wide."

About VDL

VDL is a French leader in the field of radio broadcasting technology with business activities as an FM broadcaster, Digital Radio network provider and Digital Radio equipment manufacturer.

VDL is a DAB/DAB+/DMB equipment manufacturer and has also been a digital radio network provider in France since 1998.

Its competence and experience in the field of DAB/DAB+ and DMB has led to the development of a full range of equipment and services.

VDL's core business areas include:

- worldwide DAB/DAB⁺/DMB equipment manufacturer
- digital radio and mobile TV network provider
- FM broadcasting expert in France

VDL's customers benefit from more than 20 years experience as a broadcast network provider and more than 10 years experience in digital radio, both as a network provider and equipment supplier. VDL is present in 4 continents and offers its products and solutions in more than 20 countries.

For further information, contact:

Edwin KAYES
Sales & Marketing Director
VDL
CityPoint
Temple Gate
Bristol BS1 6PL
UK

Tel: +44 (0)117 373 6260
Fax: +44 (0)117 373 6261
E-mail: sales@vdl.fr

Website: www.vdl-broadcast.com

Yannick ANDRÉ-MASSE
Chief Executive Officer
VDL
90 rue Paul Bert
69447 Lyon cedex 03
France

+ 33 (0) 472 840 600
+ 33 (0) 472 840 601
contact@vdl.fr

www.vdl.fr