



News Release

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FOR IMMEDIATE RELEASE

IBC 2009 – Booth No. 8.A96

VDL Demonstrates DMB Visual Radio Encoder at IBC 2009

VDL has launched the latest version of its DMB (Digital Multimedia Broadcasting) Encoder for the imminent roll-out in France of terrestrial digital radio using the Eureka 147 (DAB) format.

The new terrestrial digital radio services will initially be launched in Paris with 7 ensembles, Marseilles with 6 ensembles and Nice with 6 ensembles. Other major cities will be added, with the first-phase target of achieving 30% indoor population coverage and over 50% outdoor population coverage.

The D-EVIDENCE VR is the Visual Radio (also known as DMB Audio) version of the D-EVIDENCE DMB Encoder that is in widespread use for DMB Mobile TV over DAB (Digital Audio Broadcasting).

The new Visual Radio Encoder includes support for audio-only, audio with text, audio with low bit-rate images, plus interactivity using BIFS (Binary Information for Scene).



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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** broadcast 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. **VDL** also offers a comprehensive range of Test and Measurement products for monitoring and analysis applications.

About VDL

VDL delivers Digital Broadcasting Technologies for Radio, Mobile TV and Network Providers. The Company is in a unique position to offer innovative solutions to its customers, because **VDL** is both a broadcaster and an equipment manufacturer.

VDL is its own reference customer and the Company applies its operational experience to provide customers with the best technologies, products, prices and support. To achieve this, the Company has built strong relationships with technology partners.

This enables **VDL** to offer complete solutions, covering the whole digital broadcasting signal chain, from audio, video and data encoding, multiplexing and logging, to signal monitoring & analysis products.

VDL's products are available for purchase or rental and the Company provides friendly and efficient after-sales support, either directly, or via International sales and support partners.

For further information and product images, please contact:

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