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UNIQUE INTERACTIVE APPOINTS VDL AS DISTRIBUTOR FOR DIGITAL RADIO DATA SOLUTIONS

Unique Interactive, a leader in the field of Digital Broadcast Data Services, has appointed VDL as a distributor. VDL will supply Unique Interactive's full range of digital radio data solutions for the DAB⁺ and T-DMB digital radio markets, including the latest versions of their EPG Manager and ManDLS display text software solutions.

"VDL is a great distributor for us to work with as we continue to roll out our products across Europe and beyond. They are extremely experienced and established in markets all over the world and make a perfect fit for our advanced software solutions" said Pascal Grierson, Commercial Manager, Unique Interactive Ltd.

"By adding these data handling products from Unique Interactive, we are able to add even more value for our customers when we offer our Head-end systems for Digital Radio" said Edwin Kayes, Sales & Marketing Director – Broadcast Products, VDL SA.

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About Unique Interactive

Unique Interactive are a division of UBC Media Group plc, a UK public company quoted on the London Stock Exchange. Founded in 1999, Unique Interactive leads the field in Digital Broadcast Data Services supplying standard and bespoke products, services and consulting to broadcasters worldwide.

Specialising in over-the-air data services, Unique Interactive supplies systems that integrate with existing broadcast technology adding extra value for consumers, and creating solid revenue opportunities for broadcasters. We currently supply DLS Display Text and Electronic Programme Guide services to a number of UK and US radio groups. As a market leader in broadcast data service provision and an innovator in a new and emerging field of Interactive Radio, Unique Interactive has been involved with a number of high-profile industry consultancy projects.

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 our customers, because VDL are both a broadcaster and an equipment manufacturer.

VDL are our own reference customer. applying our operational experience to provide customers with the best technologies, products, prices and support. To achieve this, VDL have 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.

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