

## **WORLDDBM ANNOUNCES CAR MANUFACTURERS WORKSHOP**

- **Broadcasters and car manufacturers invited to discuss the future of car radios in Europe**

*London: May 21<sup>st</sup>, 2010* The WorldDMB Forum, an international non-governmental organisation coordinating the implementation of all Eureka-147 based technologies, announces it will hold a Car Manufacturers Workshop in Munich, Germany on July 7<sup>th</sup>, 2010.

Last year's event attracted leading broadcasters and car manufacturers from around Europe and included such topics as services on air, multimedia, coverage, regulation, analogue switch-off, data services in-car, multi-standard chips for the car industry, navigation and Infotainment systems.

As Digital Radio grows in popularity across Europe, more and more countries are rolling out services using the DAB family of standards that includes DAB, DAB+ and DMB. It is essential that the radio and car industries maintain a regular dialogue in order that compatible digital radio systems can be implemented in cars across the continent.

The discussions at the 2009 conference were frank and open, leading to a greater understanding of what needs to be done to move the in-car market forward. WorldDMB hopes this year's event will be equally relevant and has issued a call for contributions to the debate. Session proposals should be sent to Events and Marketing Manager, Rosemary Smith at [rosemary.smith@worldddab.org](mailto:rosemary.smith@worldddab.org) by **Friday May 28**.

In related news, Japanese car manufacturer Mitsubishi's European division, Mitsubishi Electric Automotive Europe, is WorldDMB's newest member, bringing the car manufacturer's perspective on digital radio directly to the table.

**Other WorldDMB members working with and supplying equipment to the automotive industry include Alpine Electronics, Clarion, Continental AG, DiBcom, Fraunhofer IIS, Harman/Becker, Institut für Rundfunktechnik, Jasmin Infotech, J&K Car Electronics Corporation, NXP Semiconductors, PURE Digital, Robert Bosch and STMicroelectronics along with** leading chip makers such as Frontier Silicon, producing modules specifically for the car market.

WorldDMB **Project Director Letty Zambrano** says: "WorldDMB and its members understand the importance of the car market in increasing the take up of digital radio. As the number of countries in Europe and across the world deploying digital radio increases, it is vital to the continued success of the platform that broadcasters and the automotive industry work together to ensure

that the in-car listener receives the quality of service expected from any digital medium. Once again WorldDMB is bringing together car manufactures, automotive equipment suppliers, broadcasters, automotive associations and the digital radio sector to discuss the future of radio in cars. Radio remains one of the strongest in-car experiences, especially during the daily time spent travelling to work. Digital radio enhances the radio experience and this event will look at the roll out of digital radio, the development of traffic and travel services such as TPEG, future trends from broadcasters and receiver development for the car market'.

## **ENDS**

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**Notes to Editors:** The DAB family is the most successful set of digital radio standards in the world today. Created from the outset for mobile and portable reception of audio, multimedia and video services. The family includes the compatible standards DAB, DAB+ and DMB digital radio and DMB mobile TV. Collectively these are often referred to as the Eureka 147 Family of Standards, having originated as an EU funded Eureka project. The system is on-air in nearly 40 countries across Europe, Australia and the Far East. More than 500 million people are within range of DAB, DAB+ or DMB services, with over 1,000 services on-air. In Europe, digital radio is available in the UK, Denmark, Malta, Norway, Belgium, Germany, Switzerland and Spain with digital radio launches planned for France, Ireland, Hungary, Italy, the Netherlands and Czech Republic. The world's first DMB mobile TV services launched in South Korea in 2005 and is now one of the most successful markets in the world. DAB is also on-air in China as the only industrial standard for digital radio and was successfully used for mobile TV during the 2008 Olympics. DMB mobile TV is currently on-air in Norway as part of the 'Mini-TV' project. Other DMB mobile TV services and trials are planned for Vietnam, Malaysia, Taiwan, and Indonesia. In 2008 the industry body responsible for the Eureka 147 family of standards, the WorldDMB Forum, created the 'Digital Radio Receiver Profiles' which specify a set of minimum requirements and features for different types of consumer digital radio receivers. The Receiver Profiles ensure interoperability of new receivers and services between countries whose broadcasters may be using different combinations of DAB, DAB+ or DMB and creates a harmonised digital radio and multimedia market across the world.

## **About WorldDMB**

WorldDMB is an international, non-governmental organisation with a mandate to promote the awareness, adoption and implementation of Eureka 147 based technologies worldwide. The organisation's name refers to 'digital multimedia broadcasting' including radio, mobile TV and broadcast new media services. Its members include public and commercial broadcasters, receiver manufacturers and other companies and bodies committed to the promotion of services and equipment based on the Eureka 147 family of standards.