



News Release

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New Partnership Programme for Digital Radio and mobile-TV Trials from VDL and SM CNS

With more and more broadcasters showing interest in the Eureka 147 family of standards (DAB, DAB+, DMB) as the most versatile and effective multimedia platform for digital radio terrestrial broadcasting, attention is often focussed on running trials. These trials can typically run for 6 or 12-months and broadcasters are, naturally, very interested in both the cost and ease of operation.

Using many years of experience in supporting both trials and deployment of digital radio and mobile-TV networks in Europe and Asia, VDL (Lyon, France) and SM CNS (Seoul, Korea) are now offering a Trials Partnership Programme to broadcasters. This provides head-end equipment on favourable commercial terms, with the added benefits of friendly support and training.

For the broadcaster, the costs of running the trial are minimised, both in financial terms and also the level of technical resource needed to configure and operate the head-end equipment (multiplexer and encoders), thanks to their integration and ease-of use.

VDL and SM CNS have been commercial and technology partners since 2005. Their industry-leading encoding, multiplexing, monitoring and analysis products have gained an outstanding reputation for technical excellence, based on ease-of-use, reliability and cost-effectiveness.

As a result, VDL and SM CNS have supported broadcaster trials as well as commercial deployment of digital radio and mobile-TV in Europe, Asia and Africa in recent years, leading to the largest number of professional DAB, DAB+ and DMB product references in the market, including around 100 installed head-end systems.

In addition to head-end systems VDL and SM CNS offer a comprehensive range of innovative monitoring and analysis products that can be used to evaluate performance during trials, for continuous operation on deployed systems and for research & development applications.

Content Delivery

- Audio Encoders
- Data Encoders
- Video Encoders
- Visual Radio Encoders
- Data Content Managers



Multiplexing

- All-in-one Multiplexer
- DAB, DAB+ and DMB
- Audio, Video and Data Services



VDL and SM CNS offer Head-ends for DAB, DAB+ and DMB trials and deployment

(jpg image available from VDL – contact details below)



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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. The Company has been manufacturing equipment and operating transmission networks for DAB/DAB⁺/DMB in France since 1998.

VDL delivers Digital Broadcasting Technologies for Radio, Mobile TV and Network Providers world-wide in partnership with SM CNS of Korea. As both a broadcaster and an equipment manufacturer VDL is in a unique position to offer innovative Digital Radio broadcasting solutions to its customers.

The Company's Digital Radio product range offers complete solutions, covering the whole digital broadcasting signal chain, from audio, video and data encoding, multiplexing and logging, to signal monitoring & analysis.

About SM CNS



SM CNS is the leading T-DMB/DAB/DAB⁺ test solutions developer for both broadcasters and receiver manufacturers with market proven references and experiences over past years. With its phenomenal contribution and expertise from the beginning of the early market deployment, SMCNS has also achieved distinctive success in the End-to-End system integration for T-DMB/DAB/DAB⁺ together with strategic partnership with VDL of France, the leading head-end system R&D & network provider.

SM CNS supply and customize all the equipments and solutions to fit into today's requirements by broadcasters, network operators, as well as receiver manufacturers followed by easy expansion and migration based on our quality technical support and expertise.

Growing fast in the mobile-TV and digital audio broadcasting industry, the market specialty of SM CNS includes offering end-to-end chain of TPEG, Bus advertisement solution, advanced traffic and travel information services that can be run on various transportation methods such as DVB-H, Internet, etc as well as value-added services over T-DMB/DAB/DAB⁺.

With world's first commercial success of TPEG service in Korea, SM CNS suggest quality consulting, system integration, products supply, as well as receiver development to accommodate various needs of business models for any customer.

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