



BMW GROUP JOINS WORLDDMB

World's best selling luxury car manufacturer joins digital radio forum

London, June 29, 2010

BMW AG, the world's best selling luxury car manufacturer, has become a member of WorldDMB, the international, non-governmental organisation with a mandate to promote the awareness, adoption and implementation of Eureka 147 based technologies worldwide.

In the UK, the BMW Group, which also owns Mini and Rolls Royce, already offers DAB as an option on all of its models, and digital radio comes as standard on new BMW M5 and M6 and Mini cars. Now, the company reinforces its commitment to digital radio by becoming a member of WorldDMB.

The move comes as sales of luxury cars around the world are growing faster than expected following the recent recession. The BMW Group is one of the most successful manufacturers of automobiles in the world with its BMW, MINI and Rolls-Royce brands. As a global company, the BMW Group operates 24 production facilities in 13 countries and has a global sales network in more than 140 countries. In 2009, the BMW Group achieved a global sales volume of approximately 1.29 million automobiles.

Letty Zambrano, Project Director of WorldDMB says: "WorldDMB welcomes the BMW Group as a member and is delighted with the level of discussion currently taking place regarding the future of radio in cars."

BMW will attend a conference in Munich next month at which WorldDMB brings together broadcasters and the automotive industry. This conference, the second of its kind, is designed to ensure that listeners continue to receive the radio they know and love even as technology moves towards a pan-European digital entertainment future.

Others attending include Visteon Deutschland GmbH, Daimler, Robert Bosch, Ford, Hyundai Motor Europe T.C. GmbH, the BBC, Panasonic, Pioneer, Jaguar/Landrover, Alpine Electronics and many more.

"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", says Letty Zambrano.

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.