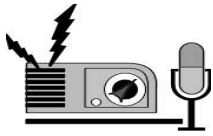




1006/02

The Summer is sizzling

London



Welcome to the Summer 2010 edition of RadioScape's Radio Newsletter

So far, 2010 has been a very busy year for Digital Radio and RadioScape. As usual, this newsletter will try to bring together some of the more important stories, products and articles of interest to those of us involved in Eureka 147 in all its variants.



DOLBY 5.1

For many users of DAB technology, their systems are now moving rapidly and deploying more advanced services and capabilities, in addition to enhancing and re-enforcing their TX networks.

One of the more exciting and rewarding innovations is 5.1 Surround Sound and RadioScape is delighted to announce that its fully integrated 5.1 Encoder is now available for order in its 1U **fusion** chassis (1H-SSAE). The Surround Sound Encoder (S-SSAD) is also available for installation on any of the RadioScape RF monitors, including the Transmitter, SFN and Field Monitors.



SERVICE LINKING

For small, isolated ensembles, the ability to automatically link services from one ensemble to another so that receivers will automatically retune to the new service, should the old one disappear, is not a capability that is high on the list of priorities.

However, to networks such as that delivered by Arqiva with over 50 interconnected Ensembles in the UK, this capability is a vital element of the service that they deliver to their customers.

This new sophisticated and highly intuitive application is available as an After Market Option for all RadioScape clients operating Broadcast System Version 6, allowing them and their clients a comprehensive ability to link DAB and FM services automatically.



ASIAPAC Offices

Although the initial development of Eureka 147 took place in Europe, the countries of the "Pacific Rim" have moved swiftly to adopt and advance the technology. In particular, Korea has been seen to have delivered advances in T-DMB and China in its adoption of Eureka 147 for Digital Audio Broadcasting.

In order that RadioScape can continue to deliver the highest standards of support to its existing and potential new clients in this rapidly expanding area, RadioScape has recently moved its "AsiaPac" offices (under the management of long standing RadioScape employee Ray Pinchard) to a modern new facility in the Asia Office Tower on 33 Lockhart Road, Hong Kong. Ray can be contacted on +852 9482 6034.



AUTOMOTIVE NEWS

It is a common belief that the spread of DAB is reliant on the universal uptake of the technology by the world's car makers.

As has been reported in previous editions of "Radio News", most of Europe's car makers are now heading towards a target date of 2014. Here though are a few new examples of DAB in the market place.

IN CAR COMPUTER: Follow http://www.youtube.com/watch?v=gUQIZe0_EpQ to see a video demonstrating an "After Market" solution under development in the North Eastern United Kingdom from a small, independent company.

dabonwheels This site is dedicated to delivering information on "In Car" DAB receivers – both "In Dash" and "Add on" variants. It is well worth a visit for personal interest as well as using it as a source of information to pass on to listeners. http://www.dabonwheels.co.uk/DAB_car_radios.html



fit!

Seen as less of a Luxury brand – VW are increasing the number of models offered with DAB adding the TIGUAN, the Polo and Golf as having the "Match" specification that includes Park Assist, Bluetooth/iPod connectivity, climate control and touch screen DAB digital radio.



Lexus are amongst an increasing number of makers who are now offering DAB on their vehicles as standard, or as an optional fit. Their latest release is the "Hybrid" engine GS450H which has a V6 3.5Ltr. petrol engine, paired with a 650V electric motor as their contribution towards a greener world. It also has DAB as an optional factory

DISCOUNTS ON DAB RADIOS (In the UK)

One of the reasons that the UK has achieved the success in DAB market penetration (Digital reception is currently over 24%) is the number of government backed schemes in place to promote and co-ordinate DAB related issues in the country. The latest scheme is the **RADIO AMNESTY** (www.getdigitalradio.com/digital-radios/radio-amnesty) which offers a discount of 20% off the price of New DAB radios to individuals handing in their Old Analogue Sets. These are then refurbished and sent to schools and similar institutions in the third world.



THE DIGITAL ECONOMY

The UK Government recently passed the "Digital Economy Bill" which paves the way for many changes in Internet/Broadcasting. The listening figures from RAJAR point positively to the future for DAB as they are a further step towards the Government's main target to trigger Analogue Switch off for the National radio services by 2015. That "Trigger" is that in excess of 50% of Radio listening in the UK, should be via Digital reception.



The latest figures released (May 2010) show that Digital platforms, accounted for 24% of all radio listening in the first three months of this year (RAJAR Figures). This was up from 20.9% in the previous quarter and 20.1% in the same period in 2009.

The gains were hailed as "a real milestone in the UK's transition to a digital future", with DAB radio remaining the digital platform of choice with 15.1% of listening, followed by digital TV (4%) and the internet static at 2.9%.



INSIDE TRACK ON RADIOSCAPE

We realise that to many of our Global Client base, RadioScape appear at best, names on an email or a voice on the phone. Hence, we try in the News Letter to introduce you to members of the team. Here is our latest Starter – Andrew Dickinson

Andrew joined us some months ago in the role of Support and Test Engineer and as such has a crucial role in both communicating with our clients and assisting in ensuring that our products meet the required standards before they are released to our global client base.

"I have worked in Banking, Retail, R&D, Internet services and continue to build and use this knowledge working in the Broadcast industry" Andrew told us before jetting off around Europe again (This Australian's main hobby is now using budget Airlines to explore the EMEA region.)

NEW WEBSITE

As you may be aware, back in June 2009, RadioScape's Broadcast Division was purchased by a group of private investors who were committed to enhancing the company's ability to address the technical and commercial requirements of the great variety of our Global client base. An integral element of that support was the design and delivery of a completely new web site – <http://www.radioscape.com> which has been "On Air" since May and is delivering a host of features and information on the background and products available from RadioScape. Should you require any further detail or information on RadioScape, please contact us via phone or email (Details on the website and below).



The next issue of the News letter will reach you just before IBC in September