

Leading international digital radio chipmaker to speak at automotive workshop (12-May-11)

Anthony Sethill, chief executive and founder of Frontier Silicon, the world's leading supplier of module and software for digital radios will speak at Commercial Radio Australia's (CRA) upcoming automotive workshops in Sydney and Melbourne.

Frontier Silicon, the number one supplier to the DAB+ market, provides major electronics brands including Bang & Olufsen, Bose, Bush, Grundig, Hitachi, JVC, Panasonic, Philips, Pioneer, Pure, Revo, Roberts, Samsung, Sanyo, Sharp, Sony, TEAC and Yamaha. Mr Sethill, will present an update on Frontier Silicon's developments for the automotive sector worldwide and Frontier Silicon's roadmap for the future.

Commercial Radio Australia (CRA) will host a group of automotive industry executives from leading motor vehicle manufacturers in Sydney and Melbourne in the industry's second series of automotive workshops.

In addition to Anthony Sethill's presentation, Rhys Holleran, chief executive officer of Southern Cross Media and Austereo, now the largest radio network in Australia, will speak about the industry's commitment to digital radio.

The workshops will also include discussion of new digital radio in car reception maps, details of CRA's planned rollout of On Channel Repeaters (OCRs) to boost the current DAB+ signal in the five state metropolitan areas, in car testing guidelines, and an update on the progress of planning for the rollout of DAB+ digital radio in regional Australia.

Joan Warner, chief executive officer of Commercial Radio Australia said a great deal of progress has been made within the automotive sector in the last 12 months both in Australia and overseas.

BMW has announced it would be the first manufacturer in Australia to offer DAB+ as an option and Directed Electronics Australia released a combined DAB+, DVD, CD, MP3, WMA, AM/FM, SD/USB Multimedia Auxiliary Input, Bluetooth, GPS Navigation and Reversing Camera. Specialist automotive retailers are ranging DAB+ aftermarket product including Bluestate, Crystal, JVC, Kenwood, Philips and Pure Highway.

"The commercial radio industry is very serious about working with the automotive industry to integrate DAB+ radios into vehicles and at the workshops we will reaffirm the offer previously made to car manufacturers of bonus commercial radio airtime for manufacturers that integrate DAB+ technology into their vehicles," said Ms Warner.

A number of vehicles featuring digital radios will be on display at the workshops.

Sydney Workshop: 30 May 2011 – The Mint, Sydney
Melbourne Workshop: 3 June 2011 – The Como – South Yarra

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For further information on digital radio visit: www.digitalradioplus.com.au