



## **RNT Lyon Live! Listen to digital radio live this weekend...**

*Lyon, 22 June 2011:* Join the team of RNT Lyon and FG Radio DJs; Tristan Garner, Patrice Strike, Dee Lud & French Government for a day of live music, DJ sets and digital radio give-aways in **Place de la République, Lyon**. Listen to the best Parisian DJs from FG Radio the station which brings you dance, house and techno music from **10.00 until 19.00 on Saturday 25<sup>th</sup> June 2011**. FG Radio is one of the stations taking part in the RNT Lyon digital radio demonstration on-air in Lyon until December 2011.

**Win a digital radio!** Throughout the day there will be the opportunity to win PURE digital radios, the latest in digital radio technology! PURE is the market leading manufacturer of digital radios. With a PURE digital radio you can listen to all your local FM stations as well as discovering new digital stations such as FG Radio.

Find out more about the RNT Lyon project; stations on-air, where to buy digital radios and much more at [www.rntlyon.fr](http://www.rntlyon.fr) The RNT Lyon project is supported by local **retailers Auchan, Boulanger, DARTY, Grosbill, FNAC, Musikit (Digital Group) and Virgin**. Digital radio products are currently available in these stores around Lyon. If you don't win a digital radio on the day go to the RNT Lyon website to find the nearest store to you!

The RNT Live! event is free to the public - join us this weekend at Place de la République to be part of the fun! Le radio numérique c'est fantastique!

If you miss out on this event the next **RNT Live!** will be held at **Place de la République, Lyon 9<sup>th</sup> July 2011**.

Stations on digital in Lyon also include; Africa N°1, Cap Sao, FG DJ Radio, France Maghreb 2, Impact FM, Latina FM, MFM radio, Nova, Ouï FM, Radio Orient, Radio Scoop, RCF, Sol FM, Sud Radio and TSF Jazz.

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**For further information on RNT Lyon please contact: Yannick Andre-Masse, CEO, VDL [yam@vdl.fr](mailto:yam@vdl.fr)**

**You can also follow the RNT Lyon project on:**

**Facebook: [www.facebook.com/pages/RNT/215181075160235](http://www.facebook.com/pages/RNT/215181075160235)**

**Twitter: <http://twitter.com/#!/RNTLYON>**

## **Notes for Editors:**

### **RNT Lyon 2011**

RNT Lyon is a nine month demonstration of digital radio using the DAB family of standards. The demonstration will be launching in May 2011 as 'RNT, la radio numérique à Lyon'. The focus of the project is to bring new digital radio services to listeners in Lyon, which is reflected in the project slogan "more radios stations on air with digital" (De Nouvelles radios à Lyon en numérique). The services on-air will include Africa N°1, Cap Sao, FG DJ Radio, France Maghreb 2, Impact FM, Latina FM, MFM radio, Nova, Oui FM, Radio Orient, Radio Scoop, RCF, Sol FM, Sud Radio and TSF Jazz. The project is supported by the digital radio receiver manufacturer PURE as well as French retailers: Auchan, Boulanger, DARTY, FNAC and Virgin. The aim of the project is to promote digital radio and raise awareness of the technology to consumers in the Lyon area. The RNT Lyon Project Leader is the French network and professional equipment manufacturer, VDL. The RNT Lyon website can be found at [www.rntlyon.com](http://www.rntlyon.com)

### **RNT Brand & Logo**

The RNT Brand 'RNT, la radio numérique à...' is the name of the RNT project - a demonstration of digital radio in France. The logo for this project can be shown with or without the name of the city in which the demonstration is being held. Currently, the demonstration city is Lyon 'RNT, la radio numérique à Lyon'. The focus of the project is to bring new radio stations to listeners in France, which is reflected in the slogan "more radios stations on air with digital" (De Nouvelles radios à Lyon en numérique). The logo and branding for the project will be used in all on-line and print promotion materials and campaigns. For more details on the RNT brand and logo can be found at [www.rntlyon.com](http://www.rntlyon.com)

### **RNT Project Leader**

The Project leader for RNT is VDL, an international Group of companies that delivers broadcasting technologies for Radio, Mobile TV and Network Providers. The Group is in the unique position to offer innovative solutions to its customers as both an experienced broadcaster and an equipment manufacturer. VDL have built a strong reputation and extensive field experience from the supply, installation and support of equipment for FM and Digital radio transmission, as well as technical expertise in commercial radio applications. VDL produce a range of head-end and monitoring products for DAB, DAB+ and DMB applications world-wide. More details of the VDL Group can be found at [www.vdl-broadcast.com](http://www.vdl-broadcast.com)