



## PRESS RELEASE

### **Frontier Silicon technology showcased with the launch of the new national DAB/DAB+ services for Germany at IFA 2011**

**Berlin, 5th Sept 2011:** Frontier Silicon, the leading supplier of digital radio and connected audio solutions announced today that its technology is in over 80% of the digital radio models that are on show at IFA 2011 supporting the launch in Germany of the new national DAB/DAB+ service that is taking place throughout the exhibition.

Frontier Silicon technology can be found inside a wide range of branded handheld, table-top and clock radios as well as inside micro HiFi, MP3 docking systems and a variety of other audio products. Brands such as Dual, Grundig, Philips, PURE, REVO, Roberts, Sony and Tivoli are just some of the leading audio manufacturers at IFA 2011 that use Frontier Silicon technology in their products which feature DAB/DAB+.

As of 1st August 2011 there have been a total of nine new commercial radio services plus three public service channels on the air from 27 new DAB/DAB+ transmitters giving coverage to 50 million people in Germany. Exclusive digital content includes several different music formats from radio stations such as Absolut Radio, NRJ, LoungeFM, Bob and Klassik Radio plus live coverage of Bundesliga soccer from 90elf.

Since the switch on of the new transmitters, Frontier Silicon has worked closely with the broadcaster to ensure the smooth transition to the new broadcasts with products using Frontier Silicon technology.

"As one of the leading consumer electronics brands in Germany, Philips is working towards a successful launch of DAB/DAB+ here," said André Lang-Herfurth, Marketing Director Home Audio Western Europe Philips Consumer Lifestyle. "We have been cooperating closely with the broadcasters and key solution providers such as Frontier Silicon to bring our digital radio line up to the market in alignment with the launch of the services."

"As the leading supplier of DAB/DAB+ products PURE is very excited about the opportunity that is emerging with the launch of these new services in Germany," said Paul Smith, General Manager PURE. "Our long term partnership with Frontier Silicon on digital radio is one of the reasons that we are able to offer such a broad range of products to the German market from day one."

"The launch of the new German DAB/DAB+ services at IFA 2011 with the backing of a strong and exclusive content offering from the broadcasters is one of the most significant events in the world of digital radio for some time," said Anthony Sethill, CEO Frontier Silicon. "We are now looking forward to extending our long term cooperation with our customers as they launch their broad range of products to the German market."

#### **About Frontier Silicon Limited**

Frontier Silicon is the world's leading supplier of integrated circuits and modules for digital audio products. Established in 2001 as a privately funded fabless semiconductor company, Frontier Silicon has over 120 employees. The company is based in London, England, with design centres in Cambridge and Shannon. Frontier Silicon also has branch offices and technical support representation in France, Germany, Hong Kong, China and Japan. Products include complete solutions for digital audio systems including DAB, Internet radio and connected audio from silicon through software to production-ready platform designs.

Customers include Bang & Olufsen, Bose, Bush, Cyrus, Denon, Dual, Gear4, Goodmans, Grundig, harman/kardon, Hitachi, JVC, Magic Box, Ministry of Sound, NAD, Onkyo, Panasonic, Philips, Pinell, Pioneer, PURE, Revo, Roberts, Sanyo, Sharp, SIRIUS XM, Sony, TEAC, Tivoli Audio, Vita Audio and Yamaha.

Frontier Silicon is a trademark or registered trademark of Frontier Silicon Ltd.

#### **About Royal Philips Electronics**

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified health and well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity". Headquartered in the Netherlands, Philips employs 119,000 employees in more than 60 countries worldwide. With sales of EUR 25.4 billion in 2010, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in flat TV, male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter).

#### **About PURE**

PURE is the world's leading manufacturer of broadcast and internet-connected digital radios, the number one supplier of digital radios in Europe and the creator of the EVOKE-1S, the world's most popular and iconic digital radio. PURE radios increasingly support all the broadcast standards in the DAB family used across all key markets in Europe and beyond. PURE is also leading the way in internet-connected radios based on its Flow technology and the PURE Lounge portal ([www.thelounge.com](http://www.thelounge.com)). Designed and engineered in the UK, all of PURE's products are manufactured with the environment in mind and at ethically audited facilities. PURE is a division of Imagination Technologies Group plc. See [www.pure.com](http://www.pure.com)

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