

PRESS INFORMATION

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AMICOM 2012 - Trade fair for vehicle entertainment, communication and navigation technology (2nd to 6th June 2012)

The third edition of AMICOM, the international trade fair for automotive entertainment, communication and navigation technology establishes itself as the leading European fair and a definite must-go for car media specialists and last but not least for consumers in a mobile world. Virtually every market-leading company has already signed in to again present their latest innovations at this prominent event at the Leipzig Fairground. Further important global industry players, such as Harman, as well as aplenty cutting edge technology will have their premier at AMICOM 2012 and give visitors the opportunity to experience state of the art mobile infotainment of tomorrow. As a highlight many market-leading exhibitors present their solutions for versatile use of Smartphones and tablet PCs as well as their latest technologies to enjoy digital radio in vehicles.

One main focus in the field of in-car electronics is the aftermarket integration of mobile devices like smartphones and tablet PCs as well as head units and sound components into vehicles. Many automotive industry suppliers and even more in-car electronics providers are actively researching ways to connect entertainment electronics and telematic devices to modern vehicle wiring systems. To make the challenge and the opportunities of the aftermarket integration of car media devices visual, AMICOM not only is a platform for the industries product innovations but also provides a huge stage program to give information and to transport the advantage of good quality in-car infotainment to consumers. One appealing example will be the third edition of the AMICOM Live Install Session next to the stage in hall 5 where visitors can follow the metamorphosis of a "normal" Audi A4 station wagon into a first class infotainment centre on wheels.

The smartphone market in particular is permanently growing and, thanks to its innovations, it can also be assumed that this trend will continue. Also the Consumer Electronics Association (CEA) forecasts are more than 20 % sales increase in 2012 for Europe. Our continent would then be the globally largest growth market, second only to the USA.

Digital Audio Broadcasting for in-car electronics on the road to success

This year's AMICOM will introduce the new European Radio Standard DAB+ as a glowing example for new technology on wheels. The new Digital Broadcasting DAB+ brings the vision of entertainment without disturbing sizzling and cracking noise to live - no matter where you are. As DAB+ is a key subject of the fair the most important conference around digital broadcasting will be take place during the exhibition. The world DMB Forum will be held on Monday June 4th. Representatives from the Global Digital Broadcast are going to meet at the congress center to discuss further steps to increase the utilization and establishment of DAB+ in Europe. The new Tpeg Standard to transmit information - such as traffic report - via radio will be launched and also the manufacturers of In Car Entertainment will show the latest innovations related to DAB+. Clarion, Alpine, Pioneer, Kenwood, Axion, JVC and many others will introduce their new head units supporting DAB+ and also many other manufacturers will display smart solutions to integrate DAB+ into existing systems. This is supposed to become a new chance for the retail and install stores to excite new customers. DAB+ was launched in August 2011 in Germany and since then 17 Nationwide Programs have been already available. In addition more than 50 local Radio Stations are on air now - and this will of course not be the end. Also car manufacturers offer DAB+ for their latest models to be presented on AMI.

Another highlight to experience car media excitement will be the **EMMA European Sound Off**. AMICOM will host the competition under the management of EMMA on June 2nd and 3rd. It invites fair visitors to get a glance of real car audio enthusiasm and to see in detail how high quality components can be perfectly integrated into a car - sometimes even without losing any usability.

For further information please contact:

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