

### **Digital radio becomes the focus of AMICOM event in Germany**

*Germany, May 30th, 2012:* Digital radio is high on the agenda at this year's AMI/AMICOM trade fair in Leipzig, Germany, 2-10 June 2012. The 21<sup>st</sup> AMI coincides with the 3<sup>rd</sup> year of the AMICOM event, the international trade fair for automotive entertainment, communication and navigation technology as it establishes itself as the leading European fair and a definite go to event for car media specialists and consumers interested in the in-car mobile world.

WorldDMB and the German Project office are running a session on digital radio for those attending the AMICOM event on 4th June from 2.30 - 6.00 pm at the Leipziger Messe, Leipzig, Congress Centre, Floor +1, Room 3.

The session - "The German Automotive event" includes information on the German digital radio market, digital radio in cars with information on new services including information on traffic and travel services, and an overview of the future of in-car devices which include digital radio. The session will be hosted by Nick Piggott of Global Radio representing WorldDMB and speakers include Christoph Kruse, Regiocast Digital, Thomas Kusche, WDR, Sebastian Kett SWR, Alexander Klett, EMMA and Dr Christhard Gelau, BMVBS (Federal Ministry of Transport, Building and Urban Development).

It is expected that the Federal Ministry of Transport, Building and Urban Development will make an announcement on the future use of TPEG via DAB+ in order to fulfill the recent ITS Directive from the EC. The directive ensures that each EU country provides free access to safety relevant public traffic announcements. TPEG via DAB+ offers the automotive industry the ability to receive added benefit location specific services. Using the DAB+ channel allows for highly efficient use of bandwidth with large amounts of data being sent one to many.

Bernie O'Neill, Project Director, WorldDMB, said "WorldDMB and its members are working closely with the automotive industry to provide all drivers with digital radio. Joining the AMI/AMICOM event this year is part of an on-going strategy to ensure the car park of vehicles on the road during the switch from analogue to digital will be covered by the inclusion of digital radio in after-market products."

This year's AMICOM event will also see product launches from Clarion, Alpine, Pioneer, Kenwood, Axion, JVC and many others who will introduce new head units supporting DAB+. Many other manufacturers will also display smart solutions to integrate DAB+ into existing systems. Since the launch of DAB+ in Germany last August there has been a public commitment from German OEMs to the move from analogue radio to digital. Audi, BMW, Daimler and Mercedes have announced from the end of 2012 all cars currently offering DAB will also offer DAB+. The aftermarket is now looking at the future of radio in-cars which in Germany and much of Europe means the transition to DAB family of standards.

If you are interested in attending this event please contact the WorldDMB Project Office [caroline.seville@worlddab.org](mailto:caroline.seville@worlddab.org) To attend all visitors must purchase tickets to the AmiCom event please go to the official website to do this: <http://www.amicom-leipzig.com/>