

INFO-TV-OPERATOR is going to conduct DAB+ trial

INFO-TV-OPERATOR, the company from the NFI Magna Polonia Capital Group, has agreed the terms for trial emission in DAB+ with the main Polish national broadcaster – Polish Radio. The kick-off of service will allow listeners to receive the high quality digital radio streams from the Polish Radio bucket, as well as utilize the wide range of additional features. The trial starts before the end of the year and will last at least 3 months.

DAB+ technology, being successor of less efficient DAB standard, is the state of the art solution enabling digital transmission of radio streams encoded in MPEG-4 standard (HE-AAC v2). Thanks to digitalization, the audience is going to obtain the access to larger quantity of radio programs in the quality of CD with series of dedicated services integrated in the broadcast, such as electronic program guide (EPG), slideshow, text information (DSL), simple websites (BWS).

- "INFO's trial will be exceptional in Polish market from many perspectives. We will provide not only a few Polish Radio programs currently presented in the analog, but also ability to tack some additional theme content. On top of that there will be one mobile TV channel in T-DMB and whole audio bundle will be equipped with related data. From the technical aspect our trial will be the first SFN-mode emission in Warsaw area. We believe that synchronized transmission will ensure better coverage, therefore allow reaching wider group of potentially interested listeners of Polish Radio." – said Maciej Lipinski, Project Manager in INFO-TV-OPERATOR.

It is important to underline that also "consumer" side of the trial is going to be unique. The value-added services seem to be key success factor around users. Trial participants have been already working out on audio related data, which should be implemented during tests.

-"Beside the digital audio streams, we would like to carry some extra data in the multiplex like broadcast websites, multimedia slideshows and most of all innovative traffic information based on TPEG technology. TPEG info tied with DAB+ would be definitely the first such an experiment in Poland, and one of only few around Europe" – added Maciej Lipinski.

INFO-TV-OPERATOR is the biggest alternative broadcast operator in Poland responsible for sites construction and TV/radio emissions in the whole country. In June 2012 the company successfully launched and since that time has been managing the mobile-TV network (the forth terrestrial television multiplex MUX-4 DVB-T) for Cyfrowy Polsat.

-" Experience and knowledge gathered during deployment of MUX-4 in less than 6 months, despite the bad weather conditions in winter-spring time, confirmed the ability to fully accomplish challenging tasks. We proved our efficiency and flexibility in implementation of innovative projects. The next step is to grow as new technologies leader. I believe the trial with Polish Radio will enhance INFO's value in this area and allow us to capture new important competences." – concluded Jerzy Ceglinski, CEO of INFO-TV-OPERATOR.

Media contact:

Maciej Lipiński

E-m: maciej.lipinski@infotvoperator.pl

Phone: +48 22 630 77 03

Bank Pekao S.A. II oddział Zamość
konto numer: 77 1240 2005 1111 0010 0063 1148
KRS 0000408892 / REGON 061376315 / NIP 922-30-46-067
Numer z rejestru przedsiębiorców telekomunikacyjnych: 9 884
Kapitał zakładowy: 7 928 000,00 zł

