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for immediate release

## SwissMediaCast launches Two New Regional Digital Radio Networks using DAB<sup>+</sup> Head-end equipment from VDL

1st January 2014 saw the launch of two new digital radio networks in the Berne/Freiburg area and in eastern Switzerland by SwissMediaCast AG (Wangen SZ, Switzerland).

SwissMediaCast selected VDL (Lyon, France) and Sumatronic AG (Unterägeri, Switzerland) to supply DAB<sup>+</sup> Encoding, Multiplexing Head-end systems, plus installation and support services. The selection was made following extensive commercial and technical evaluations.

The two new transmission networks are the second phase in the roll-out a total of 5 regional DAB<sup>+</sup> networks for the 3<sup>rd</sup> DAB-Layer in the German-speaking part of Switzerland, with the remaining two networks planned for launch in 2015/2016. The first network was launched on 1<sup>st</sup> December 2012, covering the Zurich, Aargau and Schaffhausen areas.

VDL's Swiss partner, Sumatronic AG, played a major role in SwissMediaCast's decision to use VDL Head-end equipment, due to their extensive broadcast systems experience, technical competence and local support capabilities.

The VDL DAB<sup>+</sup> Multiplexers are located at the SwissMediaCast Playout Centre in Zurich, alongside the existing VDL DAB<sup>+</sup> Multiplexers of the first phase DAB<sup>+</sup> networks. DAB<sup>+</sup> Audio Encoders are located at the radio stations studios and connected to the Playout Centre via dedicated IP networks.

Hans Strassmann, CTO of SwissMediaCast commented: "VDL was able to provide excellent international references, while Sumatronic has the experience and capability to provide the best possible service to SwissMediaCast. So, we have both a technically advanced and very cost-effective solution for our customers and our Company. By 2016, five regional DAB<sup>+</sup> networks in the entire German-speaking area of Switzerland will be on-air."



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Note for Editors



Since October 2009, SwissMediaCast (SMC) has operated the second DAB+ Layer in the German speaking area of Switzerland. In April 2012, Switzerland's Federal Office of Communications (Bakom) awarded SwissMediaCast (SMC) a second radio licence to operate an additional digital DAB+ transmitter network with regional allotments.

The network consists of five coverage areas in German-speaking Switzerland and enables the radio stations to target their programme services at a regional audience. Furthermore, the SRG SSR are able to transmit its regional news programmes in digital form.

SMC launched the first regional network in the Zurich-Aargau-Schaffhausen area in December 2012 and now the two regional networks in the Berne/Freiburg area and in eastern Switzerland in January 2014. Programmes on the new DAB+ network will be available across the whole of German-speaking Switzerland in the next few years.

Sales of DAB+ radio receivers in Switzerland are increasing and have reached 1.2 million, with approximately one third of all Swiss homes able to receive DAB+ programmes.



The above map shows the 5 German-speaking Regions of Switzerland that are included in SwissMediaCast's Layer 03 Radio Licence. Highlighted left: Berne/Freiburg-, middle: North- and right the eastern-Layer.



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### About VDL



VDL are 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.

Founded in 1984 in Lyon, France, VDL have become a leader in the field of radio broadcasting technology. Areas of expertise include: Digital radio network provider, Digital Audio Broadcasting (DAB/DAB+) and Digital multimedia broadcasting (DMB) equipment manufacturer, FM broadcasting network operation and maintenance, plus public transport information systems.

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. The VDL Group produces a range of head-end and monitoring products for DAB, DAB+ and DMB applications world-wide.

VDL's complete broadcasting solution covers the whole digital audio/multimedia broadcasting signal chain, from audio, video and data encoding, multiplexing and logging, to signal monitoring and analysis products, offering the best technologies, products, prices and support.

### About Sumatronic

## **SUMATRONIC AG**

Sumatronic AG was founded in 1987. The Company is located in Unteraegeri, Canton of Zug in Switzerland.

Sumatronic has a whole series of professional DAB broadcast products. This includes a well-rounded range of measuring and monitoring devices, equipment for the DAB treatment (playout) and DAB and FM transmission.

The Company offers the best services and products, which are optimal to broadcast-customer requirements. Services include consulting, turn-key project including planning, installation, operation of single stations and networks, as well as customer guidance.

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