



Building Europe's strongest DAB expertise

Paneda DAB AS has developed unique broadcast solutions for tunnels and related monitoring. The Norwegian company is in a strong growth phase, and wants to position itself for the big tenders from the Norwegian Public Roads Administration. In order to achieve this, the company has strengthened its DAB expertise by establishing Paneda Tech AB in Sweden.

Paneda Tech AB has hired two DAB software engineers and an engineer/technical salesman with solid experience from well known company in Sweden. The new employees are Jørgen Scott, Fredrik Landberg and Lars - Peder Lundgren.

- We are very pleased to have strengthened our DAB expertise with such a highly skilled and experienced team in Sweden. The initiative is an important part of the Paneda Group's growth strategy. Including our Norwegian engineers and partners in Korea, the Paneda group now represents a DAB expertise second to none in Europe, says CEO Geir Gjørsvik of Paneda DAB AS.

In addition to developing broadcast solutions for tunnels, the Paneda Group will develop new products using DAB technology.

- The Paneda group represents the most innovative DAB environment in Europe. We look forward to being involved in developing new products and solutions in such a competent environment, says Jørgen Scott, one of the new employee in Paneda Tech.

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Contact: CEO Geir Gjørsvik, phone: +47 45027175 geir@paneda.no

www.paneda.no

Paneda group provides innovative and cost-effective solutions for transmission of digital TV and radio. Paneda group owns and operates 200 television transmitters located throughout Norway, and has also developed complete radio broadcasting systems for road tunnels. The system is based on a proprietary unique system for disaster break-in on FM and DAB. Paneda DAB AS has already delivered many broadcasting facility in Norwegian road tunnels.