

## **WorldDAB announces new Automotive User Experience group**

*Will focus on 'best cases' to deliver improved customer experience*

**19 May 2016, London, UK:** WorldDAB has announced the foundation of a new Automotive User Experience (UX) Group. The group will focus on improving the user experience for in-car DAB radios and understanding the impact of future technology trends.

Chaired by Laurence Harrison of Digital Radio UK, the Automotive User Experience Group will look at best practice examples available on the market today, and identify actions that will help support wider adoption. The Group will also consider how to support a consistent user experience from a broadcast data perspective, along with the potential for collaborative research into specific areas of the consumer experience that could support future design.

“As we’re growing the proportion of new cars with DAB/DAB+ we’re getting more feedback from listeners on their experience,” said Harrison. “We’re launching the WorldDAB Automotive UX Group to facilitate collaboration between broadcasters and car manufacturers, helping ensure that in-car DAB and hybrid digital radio provide the great experiences consumers expect.”

The first meeting of the group will take place on Tuesday 14 June at 14:00 in the WorldDAB project offices in London. Interested companies and individuals can find out more by contacting the [WorldDAB project office](#).

**-ENDS-**

### **About WorldDAB**

WorldDAB is the global industry forum for digital radio promoting DAB / DAB+, the digital radio broadcasting standards of choice in Europe and much of Asia Pacific. Its global membership includes public and commercial broadcasters, network providers, receiver manufacturers, chip manufacturers, and car manufacturers. Members collaborate to deliver advice and tailored solutions on all aspects of the switch from analogue to digital radio.

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