

WORLD



Defining the future of digital radio

DAB+ Receivers

26 July 2013

Kath Brown, Strategic Development, CRA
WorldDAB

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Defining the future of digital radio



**a world of
more**



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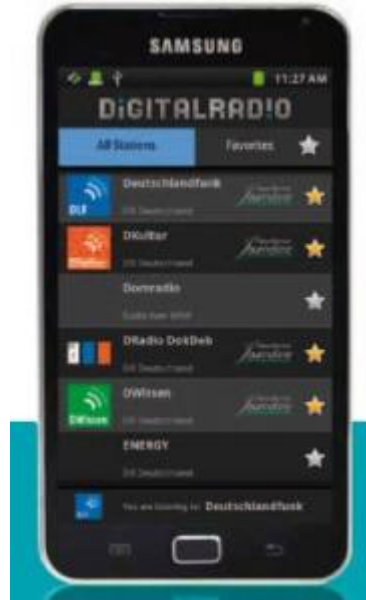


Digital Multimedia Broadcasting

Radio • Mobile TV • Multimedia • Traffic Data

DAB+ means more choice

Devices for in the home, for on the move and for in-car



More chipmakers



SiliconMotion



More suppliers

More leading manufacturers



Devices available from \$25

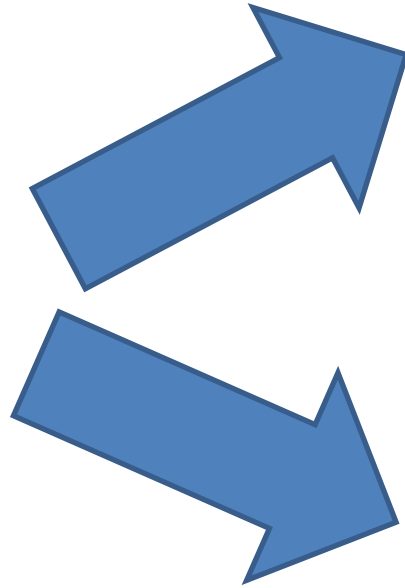


more features

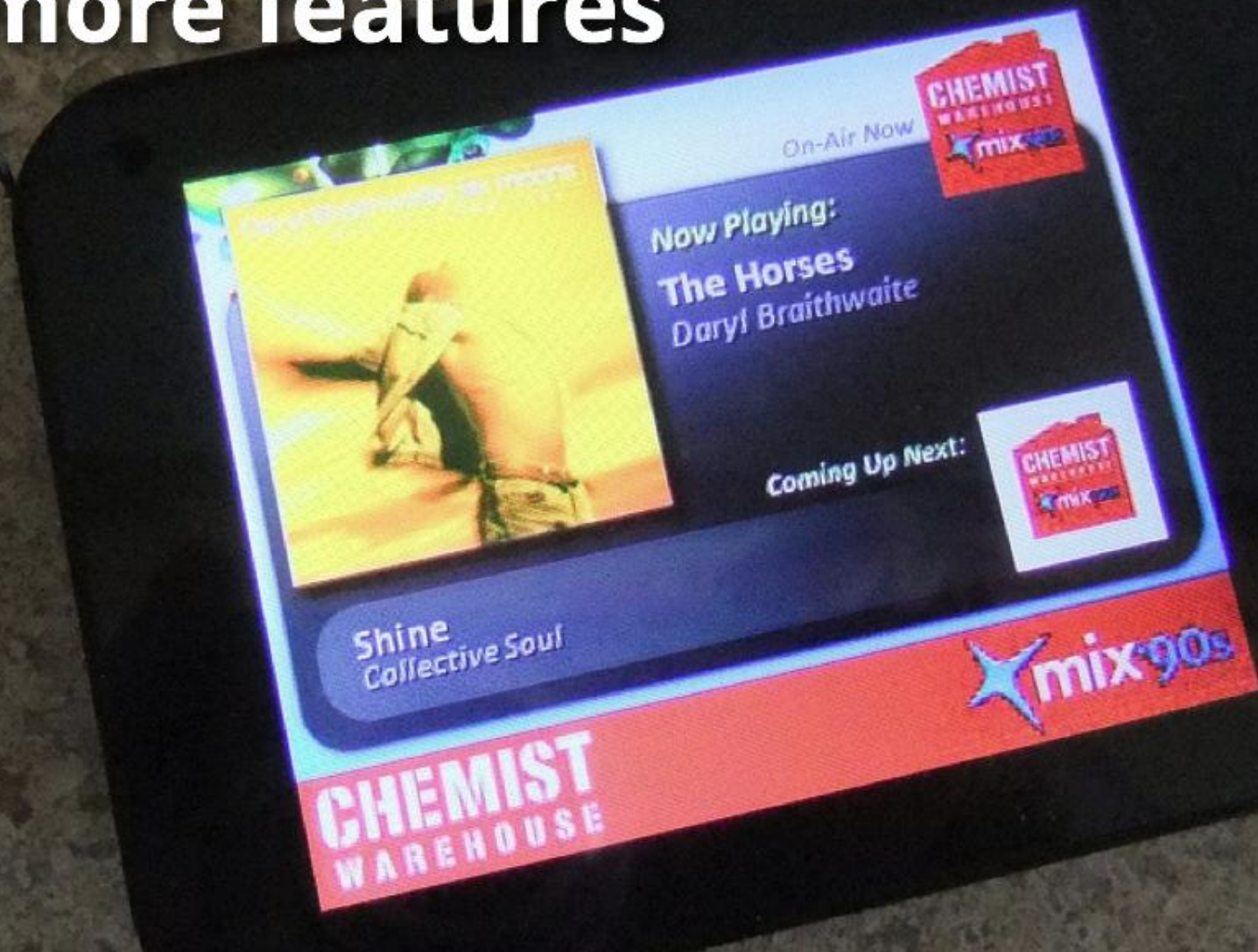


**more simple to tune:
by name, not frequency**

more features



more features



Colour DAB+ images in Australia -
more revenue from sponsorships

more features



Colour DAB+ images in Norway - giving more exposure to talent

more mobile



**DAB+ also available
in handheld radio receivers**



more ways to work together



Broadcast: FM, DAB, HD etc

Reliable, high quality, local, popular audio delivery



The Internet

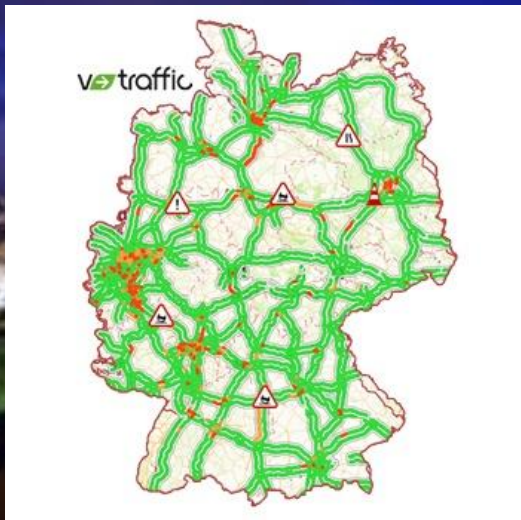
Station logos and information
Visuals to go with the audio
Auto tuning from FM to IP to FM
Tagging - "give me more info"



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DAB
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more mobile

THE FIRST DAB TRAFFIC SERVICE NOW LIVE IN GERMANY



TWO NEW HIGH-DEFINITION DAB-TPEG SERVICES AVAILABLE



Traffic alerts (TEC) inform drivers of events such as accidents, road closures and road works, and much more ...



Traffic flow information (TFP) provides precise travel speed information, with updates on congestions on 190,000 km of the German road network.



TOYOTA



VAUXHALL



Mercedes-Benz



HYUNDAI



SEAT



RENAULT



DAIMLER



JAGUAR



**DAB+ now fitted as standard
in many manufacturers in Europe**

more mobile

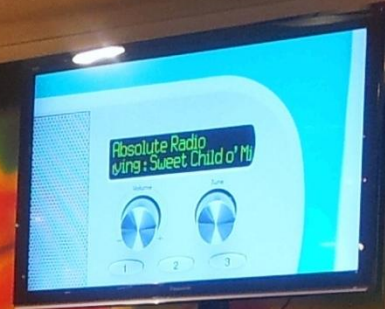


**DAB+ available as add-on
to almost any car's existing ICE**

PURE

Radios

ROBERTS



Roberts Unologic
DAB digital radio
£54.99

- FM/DAB wavebands
- Line in for MP3 playback
- Headphone socket
- Main/battery operated. Up to 20 hours battery life
- Guarantee 2 years



Roberts Solar
DAB 2 digital radio
£79.95

Price (incl. VAT)

• DAB/FM wavebands, AM/FM receiver
• Solar panel or battery powered
• Headphone socket
• Colour LCD display
• Shock, other smart wake-up mode
• 20 hours 1 year



Roberts Dablog
DAB digital radio
£68.99

• DAB/FM wavebands
• Line in for MP3 playback
• Headphone socket
• Main/battery operated. Up to 20 hours battery life



£79.95



£79.95



£79.95



£79.95

Panasonic Eneloop
AA rechargeable batteries
for **£12.50**



Extensive sales

- DAB+ receivers offer more features
- More choice
- More affordable
- More connectivity
- More mobile
- More growth of DAB+ digital radio in-car

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**a world of
more**