

# WorldDAB General Assembly 2017

Moderator: Ronald Haanstra, CEO, MTVL and Vice President, IDAG, The Netherlands

## Panellists:

- Thomas Kusche, Senior Editor, Westdeutscher Rundfunk/President of TISA, Germany
- Gereon Joachim, VP Business Development, Europe, XPERI, Germany
- Jean Sbaldi, Programme Director, Broadcast, Continental Automotive, France
- Michel Reneric, Vice President R+, France
- Vincent Godec, CEO, Mediamobile, France

**WDR**<sup>®1</sup>

**TISA**  
Traveller Information Services Association

**XPERI**

**Continental**



Carlson  
CARPOL



Mediamobile

MOBIELE TV NL



DAB  France Inter  



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**dts**  
Connected Radio

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DISLIKE



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**TPEG Data via DAB+:  
It's easy-peasy!**







## DAB Data receivers for in-car use (>1 mio. units already sold in Europe)





Digital radio on the move

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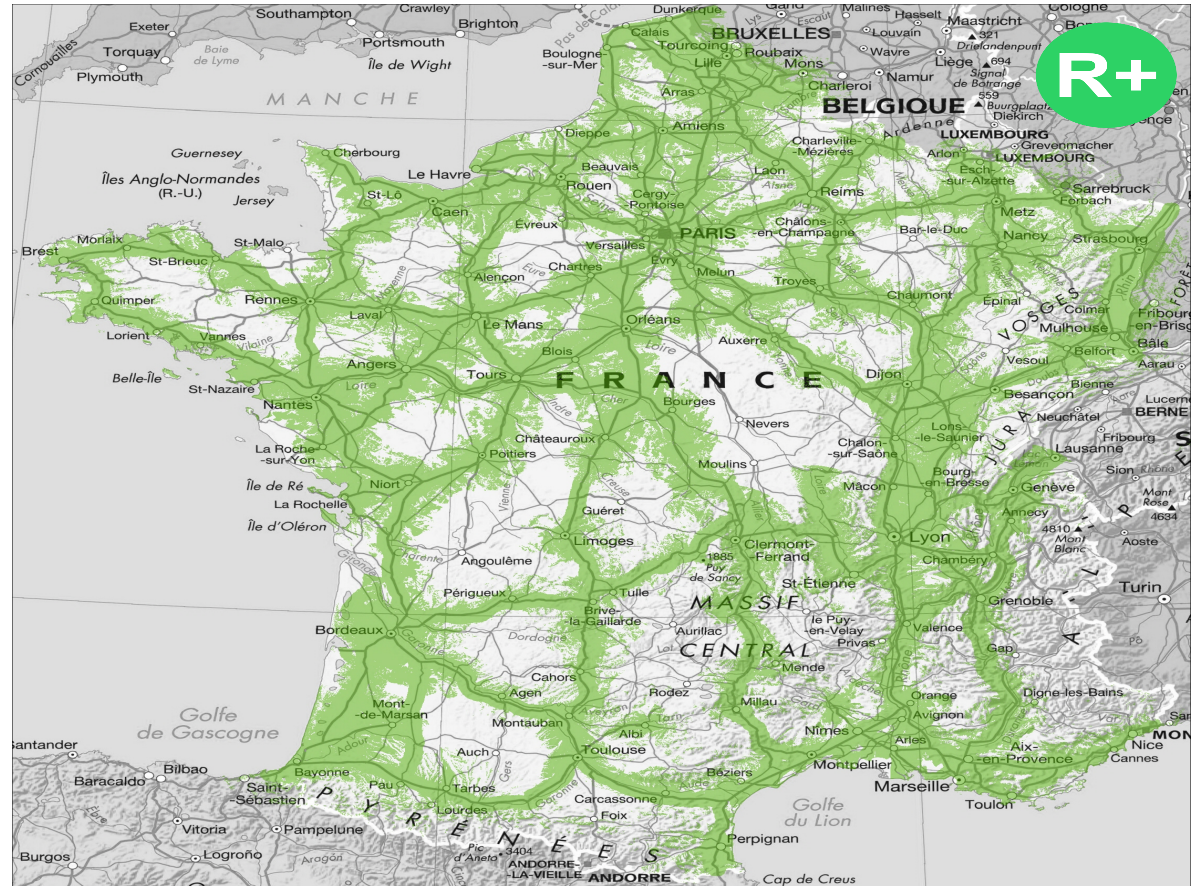
Key condition of success  
for DAB+  
in the connected car :

Full national coverage :

Towns

Highways

Regional roads





On-board TPEG DAB services







Think.  
Drive.  
Connect.

Carison™

Servitization application for broadcast radio  
Head Unit and Intelligent Antenna Module

[continental-corporation.com](http://continental-corporation.com)



Interior Division

A new service for car OEMs to directly & efficiently address clients

Deliver pertinent messages to dedicated vehicles over lifetime

