



WorldDAB Automotive 2018 'User Experience'

Traffic Information and Hybrid Radio

Mediamobile provides automotive services since 1978



XXL Navi



Scania/MAN Dual TMC/DAB TPEG Traffic Service

Launched Spring 2016

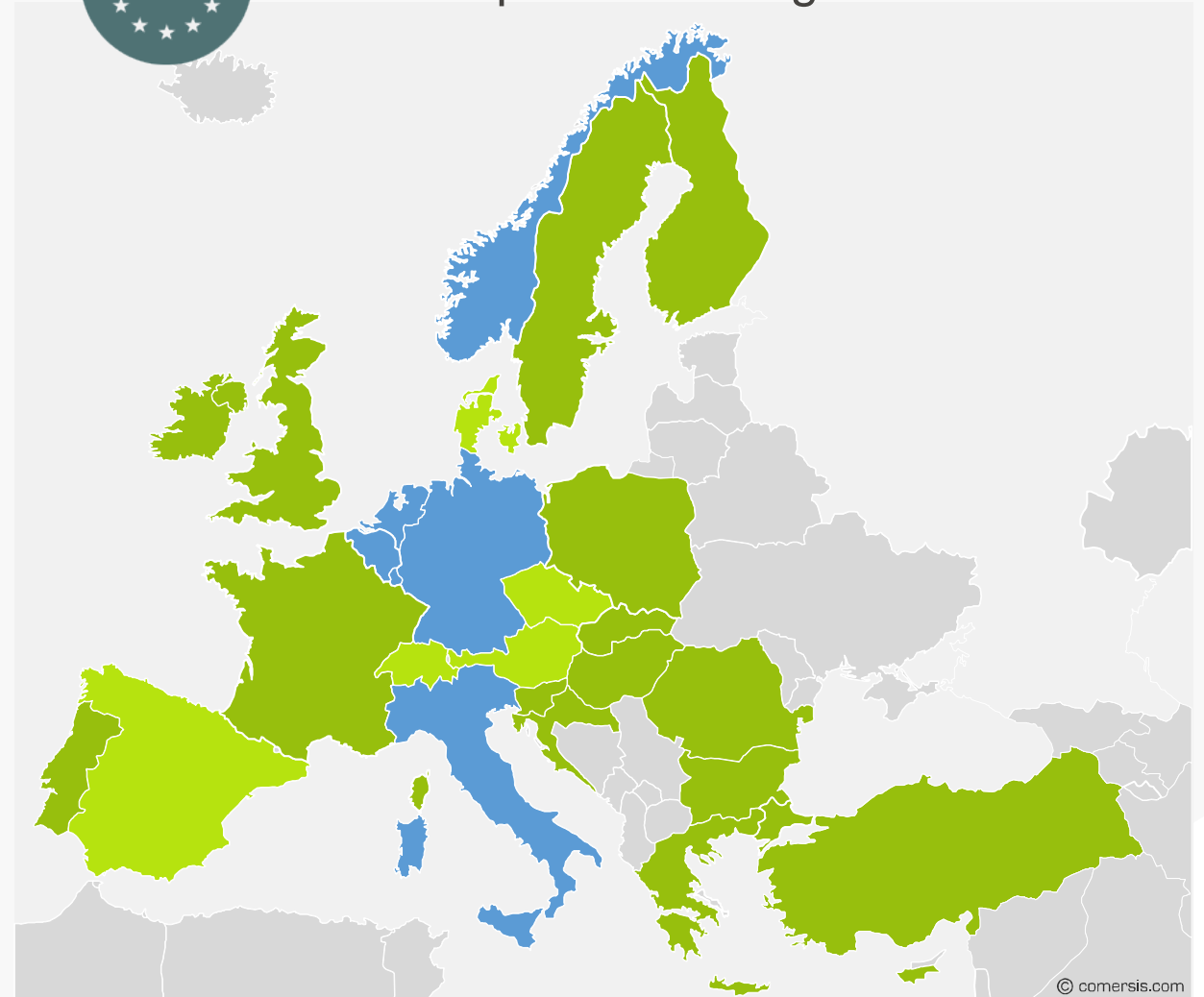


TMC enriched with
DAB-TPEG Traffic information

DAB			
	Congested	Heavily congested	Traffic jam
	TMC		
Accident		Animal crossing	Weather
Road Closure	Road works	Alert	



PAN European Coverage



Scania/MAN Dual TMC/DAB TPEG Traffic Service

Trucks have a unique and demanding life cycle/environment – always ON

- › Core need is for safety and simplicity in a professional application for an extended lifetime
- › Pan-EU, lifetime, traffic information for any country including real time flow when DAB TPEG available
- › Broadcast has an unbeatable road coverage across Europe
- › XXL Traffic content designed for vehicles with extended size, special loads and towing (inc caravans). Roadworks, weather, tunnels and border checks are examples of their special requirements

**ZERO
DEFECTS**

>100K vehicles



R

Radiobridge

Timeshifting the radio experience !



OEM Radio Trends

Smartphone usage driving future autoradio trends

OEM Feature



'Hybrid Radio'

User expectation



Engagment

Variety

On-demand

Technical need



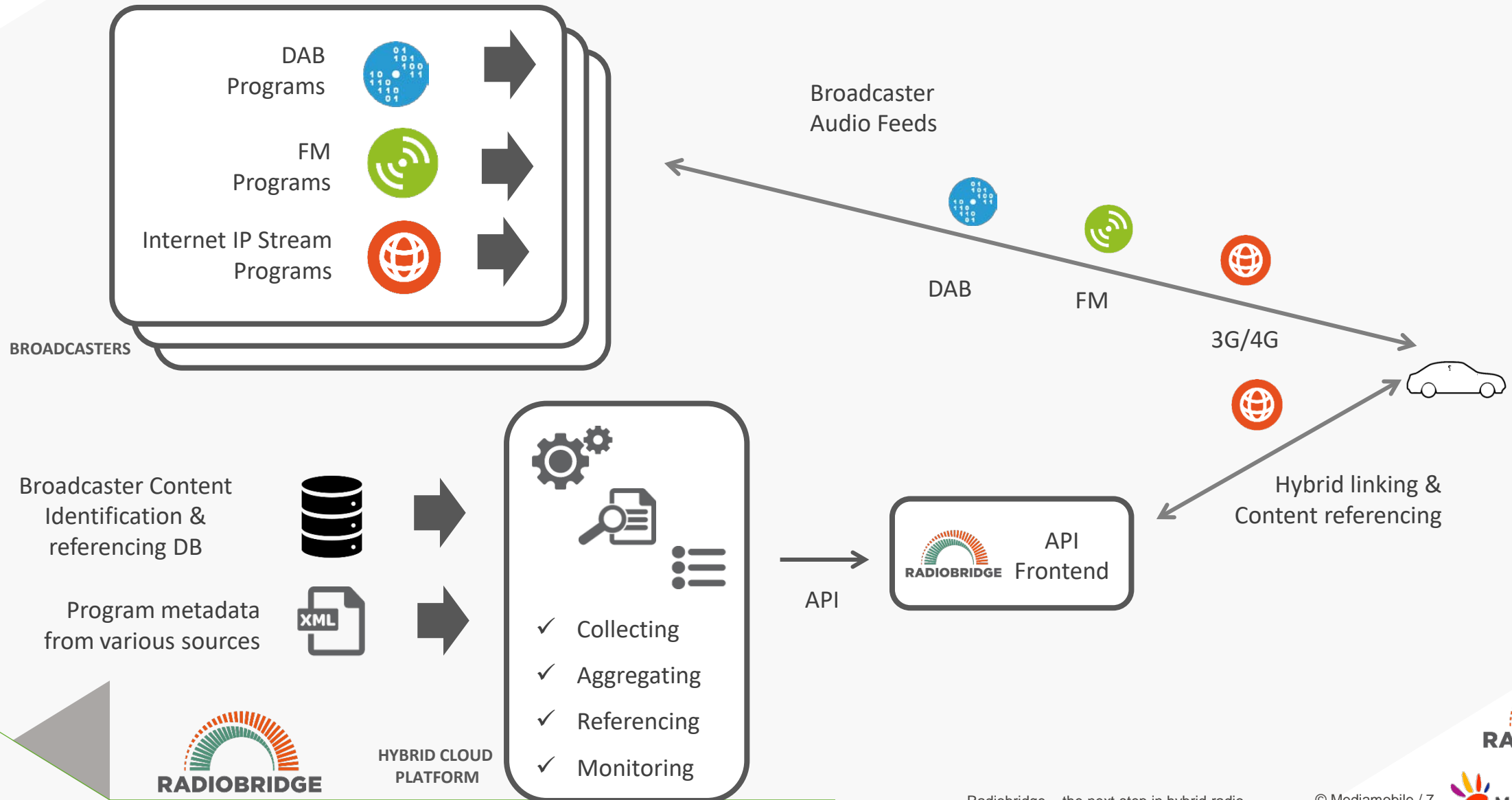
Metadata
Like/Share

B/cast &
Webradio

Timeshift/
Catch-up

Radiobridge: Service Platform Overview

Automotive grade, hybrid radio head-end



What is Radiobridge Premium?

Innovating & enriching the in-vehicle radio listening experience

