

**For immediate release - March 6, 2009**



**DIGIDIA wins head-end system contract for DAB+ in Hungary**

**[Le Rheu – France]** DIGIDIA announced today that the company has been awarded by Antenna Hungária a contract for the delivery and the installation of a complete DAB+ head-end system for the roll-out of the national digital radio network in Hungary. The system consists of up to 18 DAB+ audio encoders embedded in two FlexiDAB DIGIDIA multiplexer platforms configured in a 1+1 automatic redundancy system, and with data capabilities such as EPG, PAD DLS & MOT and TPEG.

"DIGIDIA's DAB+ head-end system is compact, easy-to-use, space and energy saving. During the first 3 months our experience with the FlexiDAB system has been positive. Since not all of the mentioned data capabilities are available in the DAB+ receivers presently on the Hungarian market, we will further test functions provided by DIGIDIA like MOT, EPG and TPEG in the near future with more receiver types, to broaden the scope of services offered through the DAB+ platform in Hungary." - said Jean-Francois Fenech, CEO of Antenna Hungária.

"We are very proud to be granted by Antenna Hungária the supply of our first DAB+ head-end system", says Pascal Olivier president and CEO of DIGIDIA. "This important DAB+ contract proves that the flexibility of our software approach allows our customers to build a very compact and efficient DAB+ system compared to a traditional hardware approach. Choosing DIGIDIA allowed Antenna Hungária, in this case, to economize 18 external hardware audio encoders, data inserters and the installation of previously required 1+1 redundancy systems".

**About DIGIDIA**

*DIGIDIA is a company focusing its business on the digital broadcasting of media such as radio, TV or pure data. DIGIDIA is a key provider of products and services for the digital and terrestrial transmission of radio programs, following both the DRM/DRM+ and the DAB/DAB+/DMB (Eureka147) international standards. DIGIDIA is a class B member of the DRM consortium and full member of the WorldDMB forum.*

*DIGIDIA has also the complete Head-end system (video encoders, BIFS inserters, Multiplexers) for Mobile TV applications compliant with the T-DMB standard (Eureka 147) and the complete system for building a synchronous FM system (SFN in FM typically for FM traffic radio along the motorway).*

*The DIGIDIA team has a proven international experience in the digital radio area and is therefore a privileged technical partner for any of its customer digital radio transmission projects (products & solutions supply, technical expertise, technical training courses, installations...).*

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**About Antenna Hungária**

*AH is an innovative, customer-oriented telecommunication company, a market leader in terrestrial nationwide television and radio transmission and microwave-based network services in Hungary. Guided by its strengths, its people, and its experience, the company adapts and develops technologies and solutions to bring inspiration, innovation and success for its business customers and the entire industry. As a member of the international TDF Group and as an independent market player, AH is aiming to play a pivotal role in the transition to digital TV and radio transmission, and in the convergence of broadcasting and telecommunication. The company offers a comprehensive range of state-of-the-art services based on our unique tower infrastructure and on a highly experienced and motivated team. AH lays emphasis on technical innovation, service development, superior customer service and operational excellence.*

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