

# View Quest speaks at the WorldDMB General Assembly

*Matthew Allen to present on the future of DAB devices*



*To organise an interview please contact Ranieri Communications –  
[viewquest@raniericoms.com](mailto:viewquest@raniericoms.com) or 01296 394614*

**World DMB General Assembly, Rome, 4-5 November 2014** – View Quest is announced as a speaker at the 20<sup>th</sup> World DMB General Assembly (World DMB). Known as a global industry forum for digital radio, this prestigious event provides manufacturers across Europe with solutions and advice on all aspects of the digital switchover, licensing, technical trials, marketing and digital radio content.

In session three on 5<sup>th</sup> November (from 12.25pm CET), Matthew Allen from British-based radio manufacturer, View Quest, will be talking alongside representatives from Sony Europe and Pure to discuss the latest trends in DAB and how View Quest's unique products and solutions can broaden the reach of DAB in the UK. Currently offering a premium range of DAB radios priced between £59- £149, Matthew will also discuss how View Quest plans to revolutionise the in-car DAB experience throughout 2015.

Matthew comments: **“As an innovator in the DAB industry, View Quest is committed to creating compelling audio products that will ensure consumers want to convert to digital radio. Having worked with a number of the UK's leading universities to develop our products, we have managed to meet the needs of consumers in this growing market that require products with great design, features and value.**

**“At this stage of DAB’s life cycle, it is so important to ensure that all major players within the DAB sphere are sharing knowledge, experience and ideas to ensure that we further the industry. At this year’s World DMB General Assembly, I am particularly keen to share my ideas with leading industry bodies and broadcasters.”**

Matthew Allen is available for interview throughout the show. To organise an interview please contact Ranieri Communications – [viewquest@raniericoms.com](mailto:viewquest@raniericoms.com) or 01296 394614

**About View Quest’s range**

**Retro Mini and Retro Radio**



*Retro Mini*



*Retro*

Although retro in appearance, these radios offer advanced technology and high quality sound. With both featuring DAB and FM, the ability to connect phones, laptops and tablets is also available thanks to Bluetooth or a dedicated

dock for iPod/iPhones. A battery provides up to 15 hours playback time, with additional features including a dual alarm and sleep timer. Special edition prints by British designer, Emma Bridgewater, are also available for both products.

**Hepburn and Bardot**



*Hepburn*



*Bardot*

Hepburn is a feature rich product with exceptional sound and an premium look and feel that is available in a range of up to fifteen different colours as well as bespoke wrapping. Bardot is a timeless, handbag styled retro radio with an effortlessly chic look. Both are packed full of features including Bluetooth functionality, a remote control app (iOS and Android), USB port for charging devices, dual alarm and kitchen timer.

### **Christie**



The Christie is a new DAB+ Radio & NFC/Bluetooth speaker featuring a range of unique design features, including a real enamel fascia panel with 360 degree premium leatherette wrap in 11 colour options. Christie also boasts a real first with a rotating 2.4” LCD display that enable the radio to sit either in landscape or portrait orientation.

**-ends-**

### **About View Quest**

View Quest is a unique, British-based company that creates a fusion of sound and style with innovative audio products boasting the latest technology. Using creative vision inspired by fashion and design, View Quest’s audio systems use colour and styles to differentiate from traditional brands.

View Quest’s acoustic development programme ensures that the latest technology and amazing sound quality is abundant in all its products. All products are designed in the UK.

For further information, visit [www.viewquest.co.uk](http://www.viewquest.co.uk)

### **About World DMB General Assembly**

For further information, visit <https://www.worlddab.org>