



# Press Release

## Initiative Marketing Digital Radio

### New members join Initiative Marketing Digital Radio (IMDR)

**(Bonn, February 15, 2005) As digital radio emerges in Germany, more and more of the involved companies are seeing a need to "join forces" to speed the new technology's adoption. With its broad membership, the IMDR is proving to be an effective interest association, able to influence the relevant political discussion.**

**This influential position has now led Pure, a leading manufacturer of DAB radio receivers, along with Radyo Metropol, the first radio station tailored to Germany's Turkish-speaking community, and vilradio, the first private provider of DAB programming content, to join IMDR in 2005.**

**PURE Digital** – an Imagination Technologies company – produces a range of innovative, prize-winning products for the consumer entertainment and PC markets. Its current product range includes digital radio, digital home audio, and PC graphics, video and audio. Pure entered the DAB-receiver sector at an early stage and is now the leading manufacturer in the English market. It also has a successful, growing business in the German market. Relevant information is available in the Internet at [www.pure-digital.de](http://www.pure-digital.de)

Recently, Pure released software for a standardized electronic program guide for "The Bug", an updateable device. "The Bug" owners can download the software from the company's Internet site.

**Radyo Metropol**, which has been broadcasting via FM since fall 2004, can now also be received via digital radio in Baden-Württemberg. Programming details, as well as broadcasting coverage areas and frequencies, are available at [www.metropolfm.de](http://www.metropolfm.de)

Radyo Metropol's programming is designed to serve Germany's Turkish-speaking community as a "bridge" to German mainstream society. With its careful orientation to its listeners' needs, and its specially adapted marketing, Radyo Metropol has been well-received by its intended audience.

**vilradio - der musiksender** is on the air 24/7 with a diverse musical program. While many other radio stations have been focussing on niche audiences, vilradio - der musiksender has been emphasizing variety, with a modern range of music that satisfies even discriminating music lovers. And its offerings include both music and features/information, with content from the areas of culture, events, concert tips, recreational/leisure, science and the environment. It also offers its listeners an interactive Internet-auction marketplace. More information is available at [www.vilradio.de](http://www.vilradio.de)

vilradio - der musiksender has proven to be one of Germany's most innovative broadcasters, in terms of both programming and technology. In the Nuremberg area, vilradio has had a new digital radio system (DAB, L-Band) on the air since October 1995.



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### **About the IMDR:**

The Initiative Marketing Digital Radio, an association representing industry, network operators and programming providers, promotes the spread of digital radio. More information, including information about programming, devices and manufacturers, and a wide range of services, is available online at [www.digitalradio.de](http://www.digitalradio.de).

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