



Hessen Digital Radio GmbH press release

Giving young journalists a chance - Hessentagsradio to broadcast throughout Hesse for 10 days via digital radio

(Frankfurt am Main / Weilburg, June 16, 2005) A day before the start of Hessentagsradio, the preparations of the radio crew are in full swing. On the occasion of Hessentag in Weilburg, the biggest annual celebration for the regional state of Hesse, event radio will broadcast from a glass studio from June 17 through 26. Young radio reporters will cover events at Hessentag and throw light on the background through statements, reports and interviews. Viewers can not only tune into the program on the local VHF frequency, 98.4, but also throughout Hesse via digital radio (DAB), on channel 12 C. Hessentagsradio is incorporated in various exhibitions on the topic of digital radio broadcasting at the regional celebration.

"We want to show that digital radio is more than just radio with high-quality sound," said Dirk Risse, Managing Director of Hessen Digital Radio GmbH explaining the many activities at Hessentag. The broadcast network operator will demonstrate the advantages of digital radio in several areas. Visitors can, for example, experience the mobile benefits of digital radio in a show car situated in the grounds of the regional exhibition. According to Mr. Risse, "We are offering a very special first this year in the area of additional data services that can be broadcast parallel to the radio program. We are transmitting the latest photos from Hessentag via DAB." Visitors to the regional exhibition can gain an impression for themselves at the trade fair stand of LPR Hessen, the regional office for private broadcasting in Hesse, in hall 1.

Hessentagsradio is the digital figurehead of the regional exhibition. "No other radio station will be represented by so many reporters at the exhibition," explained project manager, Andreas Fauth. This major radio production is made possible through cooperation with the pedagogic media project, MEDIENHAUS, in Frankfurt am Main and the Internet radio station, "rockfun 24." The event organizers will be broadcasting live from a glass studio in hall 1 at the LPR Hessen stand.

Professor Wolfgang Thaenert, Director of LPR Hessen, explained: "By selecting young people to participate in Hessentagsradio, we have also committed ourselves to promoting upcoming journalistic talent in Hesse." He continued to say, "By allowing young people to actively produce a live radio station for 10 days, they are also being given an introduction into the digitization of radio. They can thus experience for themselves the opportunities and possibilities opened up by this new method of broadcasting."

Project manager, Mr. Fauth, also sees this project as an excellent opportunity to get young people interested in the future development of broadcasting. Mr Fauth believes, "Who, if not these youngsters, should be open to digital radio."

About digital radio

Digital radio offers not only audio broadcasting in crystal-clear quality but also the transmission of data. For example, service information can be called up, such as information about the traffic situation in Hesse or arrival or departure times of trains from the following stations: Frankfurt central station, Frankfurt airport, Kassel-Wilhelmshöhe, Gießen, Fulda, Wiesbaden and Darmstadt. Furthermore, the take-off and landing times of flights from Frankfurt airport are also available. In addition to data services, Hessen Digital Radio GmbH currently provides the so-called TMC (Traffic Message Channel) on digital radio. This technology makes dynamic traffic navigation possible nationwide.

For further information on digital radio in Hesse, visit www.HessenDigitalRadio.de.

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