



Press release from Hessen Digital Radio GmbH

Wide interest in DAB projects at the “Hessentag” show – Hessentag Radio in the limelight

(Frankfurt am Main / Weilburg, June 27, 2005) After 10 days on Hessentag Radio, “rockfun 24” is returning to normal broadcasting. Over the last few days, the radio program had been reporting direct from a glass studio at the Hessentag state fair. In the night of June 27, the “rockfun 24” program switched back from digital radio (DAB) and FM. From today, it is once again broadcasting exclusively over the Internet. “It was a great experience for us all, in terms of music and content”, is how Andreas Fauth, project manager for Hessentag Radio, summarizes the 10 days of live on-site reporting. Around 50 young people were involved in the project, including schoolchildren, students and professional broadcasters. The program could be received on the local FM frequency 98.4, and all over Hesse on digital radio (DAB) channel 12 C.

“We got an unbelievable response from listeners, both via e-mail and telephone and from visitors to our glass studio at the state show”, says Fauth. One example is an e-mail from a listener, who writes in to say how sorry he is that “rockfun 24” is no longer available via DAB but only over the Internet. The level of interest in event radio like this, and in the new DAB transmission broadcasting technology, is shown not least by the keen participation in off-air and on-air competitions, in which 5 digital radios found new owners.

“Visits to our stand also reflected the record number of visitors at the Hessentag”, continues Dirk Risse, CEO of Hessen Digital Radio GmbH. Many visitors also picked up information on the new radio broadcasting technology from the information stand run by the Hesse State Institution for Private Broadcasting (LPR Hessen).

During his official tour of the state fair, Hesse Prime Minister Roland Koch also discussed the expansion of the DAB transmitter network with Hessen Digital Radio GmbH. Koch focused especially on DAB projects concerned with traffic navigation systems. The state government, with its “Jam-free Hesse” initiative, is interested in innovative technologies and intelligent

traffic management, to solve Hesse's traffic problems. "Maybe we can find some quite new and exciting synergies here, because the latest DAB technology allows us to implement optimum solutions to improve the control of traffic flows", says Risse.

Note for picture editors:

Photos of the Hessentag show are available at www.HessenDigitalRadio.de, including "Hesse Prime Minister Roland Koch is presented with a pocket digital radio".

About digital radio

As well as broadcasting radio programs with crystal-clear sound quality, digital radio can also be used to transmit data. This allows service information to be retrieved, such as traffic information on expressways in Hesse, or arrival and departure times of trains at the following main stations: Frankfurt Hauptbahnhof, Frankfurt Flughafen, Kassel-Wilhelmshöhe, Giessen, Fulda, Wiesbaden and Darmstadt. The take-off and landing times of flights from Frankfurt Airport can also be accessed. Alongside these data services, Hessen Digital Radio GmbH is currently providing the so-called TMC (Traffic Message Channel) on digital radio. This technology supports a dynamic, nationwide traffic navigation system. HDR also broadcasts a so-called TPEG (Traffic Protocol Expert Group) service, a method of transmitting traffic information.

You can find further information on digital radio in Hesse at

www.HessenDigitalRadio.de.

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