



Press release for Hessen Digital Radio GmbH

Trade fair radio for 2005 IAA – TruckRadio broadcasts live throughout Hesse via digital radio

(Frankfurt am Main, September 13, 2005) Trade fair radio is once again set to broadcast live from this year's International Motor Show (IAA.) From September 13 through 25, radio broadcaster, TruckRadio, will report directly from the trade fair grounds in Frankfurt about news and trends at the IAA. IAA trade fair radio can be received in the greater Frankfurt area on VHF frequency 101.4 MHz, and throughout Hesse via DAB (VHF band, channel 12 C).

"Event radio, such as that to be broadcast throughout Hesse for the IAA, is the best advertisement for digital radio. "VHF listeners" can also receive information about DAB radio broadcasting technology on a locally restricted VHF frequency. With the activation of TruckRadio during the IAA, we want to draw attention to just how many radio stations can already be received in Hesse," said Dirk Risse, managing director of Hessen Digital Radio GmbH.

IAA trade fair radio will focus on this year's trade fair motto, "Cars – Pure Fascination," and will present the numerous innovations and premieres at the trade fair. Moreover, the program will provide other useful information, such as traffic reports for the trade fair grounds and surrounding area and details on the parking situation on site.

"From September 13 through 25, we are broadcasting our program for the IAA from 9 a.m. to 6 p.m. every day live from the trade fair. As well as modern country and rock music, we will be broadcasting the latest contributions and background information about the International Motor Show from our old-timer broadcasting car and show truck located in the open-air lot between Daimler Chrysler and BMW," according to Michael Meister, director of TruckRadio.

In addition to the trade fair radio, TruckRadio will also be transmitting its regular program with live slots from the IAA. This is especially tailored to the listening needs of those who drive for a living. TruckRadio broadcasts its programs via DAB in various local reception areas in Germany (for more information, see www.TruckRadio.de).

Hessischer Rundfunk is also providing an additional service for drivers at the IAA – traffic and travel information in TPEG format. TPEG is not only restricted to road traffic, but also offers other traffic-related information, such as weather reports, information on public transport and travel times. Visitors can call up the TPEG services on DAB radio receivers. "We want to show automobile manufacturers,

automobile clubs and the Verband der Automobilindustrie (VDA, German Automobile Association) just what digital radio can do for the automobile industry and for traffic management. Developments in the field of DAB are incredibly advanced," according to Dirk Risse. With the traffic information services being broadcast via digital radio, Hessen Digital Radio GmbH is contributing to the "Staufreies Hessen" (congestion-free Hesse) project. "Staufreies Hessen" is an initiative by the regional government of Hesse, which aims to solve Hesse's congestion problems using innovative technology and intelligent traffic management.

About digital radio

As well as radio broadcasting in crystal-clear sound quality, digital radio also enables data transmission. This allows service information to be called up, such as traffic information about freeways in Hesse or arrival and departure times for trains at the following stations: Frankfurt central station, Frankfurt airport, Kassel-Wilhelmshöhe, Gießen, Fulda, Wiesbaden and Darmstadt. The take-off and landing times of flights to and from Frankfurt airport can also be called up. In addition to data services, Hessen Digital Radio GmbH also currently provides the so-called TMC (Traffic Message Channel) via digital radio. This technology enables dynamic traffic navigation nationwide.

Digital radio at the IAA in Frankfurt am Main can be found at the following times and places

When: On the IAA press days from September 13, 2005 through September 14, 2005, on the days for specialists from September 15, 2005 through September 16, 2005 and on the days where the trade fair is open to the public from September 17, 2005 through September 25, 2005.

Where: TruckRadio / Hessen Digital Radio GmbH: open-air lot 3, Agora

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

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