



Press Release: Hessen Digital Radio GmbH

DAB trade-fair radio is a crowd puller at the IAA (International Motor Show) – positive signs from the automotive industry

(Frankfurt am Main, September 20, 2005) The trade-fair radio program at the International Motor Show (IAA) proved extremely popular with trade fair visitors. Since the IAA opened to the public at the weekend, there has been no end to the stream of people at the TruckRadio show truck on the open-air site. As the official trade-fair radio show, TruckRadio is broadcasting its program at the IAA via Digital Radio (DAB). Clear signs are also being sent out by the automotive industry at the IAA - at the Hessian Mobility Congress "Free-Flowing Hesse 2015" at the IAA, the German Association of the Automotive Industry (VDA) underlined the fact that the automotive industry is backing rapid introduction of Digital Radio (DAB) in the further development of traffic telematics.

"With the IAA opening to the general public, we have seen an onslaught of visitors to the TruckRadio show truck. The prize draws for digital radio devices are particularly popular with IAA visitors," said Dirk Risse, Managing Director of Hessen Digital Radio GmbH. The highlight of the TruckRadio stand is a wheel of fortune with various DAB devices and other technical equipment up for grabs.

Great interest was also shown in the digital supplementary services in the TPEG protocol that are being presented on TruckRadio and Hessen Digital Radio's joint stand at the IAA. TPEG services are broadcast via DAB and provide traffic news, weather reports, local transport information and travel times.

At the "Free-Flowing Hesse 2015" congress at the IAA, Prof. Dr. Gottschalk, President of the German Association of the Automotive Industry (VDA), said how pleased he was that Hessen Digital Radio and the DAB trade-fair radio broadcaster TruckRadio are supporting the "Free-Flowing Hesse" project. According to Gottschalk, the state of Hesse is playing a pioneering role in deploying collective telematics systems to optimize traffic conditions, in particular by presenting its traffic telematics services.

The Hessian government's "Free-Flowing Hesse" initiative is aimed at solving congestion problems in Hesse with innovative technologies and intelligent traffic management systems.

Over the IAA trade-fair radio program “TruckRadio”

TruckRadio will be broadcasting live anchored coverage of the International Motor Show daily from 9 a.m. – 6 p.m. from September 13 to 25. The IAA trade-fair radio is running under this year’s motto “Cars – Pure Fascination“. In addition to reports and details about the latest new products and premieres at the IAA, TruckRadio will feature music ranging from country to rock, as well as additional information about the traffic and parking situation on the exhibition grounds. The IAA trade-fair radio can be picked up in the greater Frankfurt area on 101.4 FM, and throughout Hesse via DAB (VHF band, channel 12 C).

Via Digital Radio

In addition to crystal-clear radio broadcasting, Digital Radio also allows data to be transmitted. This enables clients to retrieve service information such as motorway traffic reports for Hesse or the arrival and departure times of trains at the stations Frankfurt Central, Frankfurt Airport, Kassel-Wilhelmshöhe, Giessen, Fulda, Wiesbaden and Darmstadt. Or they can find out the times of flights leaving and arriving at Frankfurt Airport. Along with its data services, Hessen Digital Radio GmbH currently also provides the TMC (Traffic Message Channel) over digital radio, a technology enabling dynamic traffic navigation throughout Germany.

You can find more information about Digital Radio in Hesse at www.HessenDigitalRadio.de.

How to find Digital Radio at the IAA in Frankfurt am Main

When: until September 25, 2005

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

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