



Press release Hessen Digital Radio GmbH

Dress rehearsal for mobile TV – four days before the official launch of DMB, mobile TV goes live at the Hessentag in Hessisch Lichtenau

Date announcement: On June 1, 2006 a discussion panel featuring prominent guests will look at DMB at the Hessentag, followed by a press meeting

(Frankfurt am Main, 23.05.2006) During this year's Hessentag state fair in Hessisch Lichtenau from May 26 through June 4, mobile TV will be available over DMB at the event venue. Visitors will be able to experience mobile TV live on a handset in the state fair marquee at the Hesse State Broadcasting Authority for Private Radio and Television (LPR Hessen) booth and at the Hessen Digital Radio GmbH information booth outside. DMB is an international broadcast standard for receiving radio, television and multimedia services on mobile devices.

DMB (Digital Multimedia Broadcasting) will be officially launched in Germany on May 30/31 and broadcast during the World Cup at five German World Cup venues, including Frankfurt am Main. Similarly DMB-compliant devices will be available in the shops at the end of May.

In the North Hesse city of Hessisch Lichtenau visitors can sample the new technology and the DMB handsets a few days before the official launch of DMB. And the opportunity to receive mobile TV will certainly help draw in visitors to the Hessentag held in Hessisch Lichtenau, close to the Thuringian border, as will the prominent figures and experts who have been extensively involved in implementing DMB. A discussion forum on DMB will also be held on June 1. The forum will look at how far DMB implementation will also promote the uptake of digital radio. Attending the forum will be prominent guests such as the Deputy Managing Director of the Hesse State Broadcasting Authority for Private Radio and Television (LPR Hessen), Joachim Becker; Martin Liss, Content Director at Mobiles Fernsehen Deutschland (MFD); Carsten Kröger, Editor-in-Chief and Head of Programming at bigFM; Dirk Risse, Managing Director of Hessen Digital Radio GmbH, and a representative from the specialist trade fair organizer Gesellschaft für Unterhaltungselektronik (gfu).

The transmitter network operator for digital radio (DAB) in Hesse, Hessen Digital Radio GmbH, will also provide its network for DMB in future. HDR Managing Director Dirk Risse: *“For us going live with DMB at the Hessentag will be a kind of dress rehearsal for the official launch of DMB a few days later in Frankfurt am Main. Our initiative in Hessisch Lichtenau will enable all visitors to the Hessentag – regardless of whether they come from Hesse, Thuringia or further afield – to take a look at the new mobile TV and get an idea of what tomorrow's digital radio will look like”.*

For Mobiles Fernsehen Deutschland, the platform operator that holds the media rights for the whole of Germany, the preparations will be in full swing a few days before the launch. Martin Liss, Content Director at MFD: *“Fully-fledged digital mobile TV lets a new, exciting medium into our lives, or - depending on your point of view - propels our world into a new media age,*

with a range of content, creative and economic opportunities difficult to imagine at present. MFD is not interested in getting caught up in the overhyped battle between rival technologies but in making things happen. DMB is here. We intend to grasp this unique opportunity with both hands to help shape the media future." Martin Liss will be participating in the discussion forum on June 1, 2006.

Invitation to the press meeting on mobile TV (DMB):

We would like to invite you to a press meeting on the launch of mobile TV (DMB) in Hesse on Thursday, June 1, 14:00 hrs. As a discussion partner you will have access to the prominent figures involved in the discussion forum.

The venue: Hessisch Lichtenau, on the Hessentag show site at the "Landesausstellung (Hesse exhibition)", Am Hambacher Weg, Hall 1 on the Hesse State Broadcasting Authority for Private Radio and Television (LPR Hessen) booth.

About DMB

Digital Multimedia Broadcasting (DMB) is an enhancement to the DAB standard. The technology enables audio and video to be broadcast in the same datastream. DMB is ideal for mobile devices (e.g. DMB-compliant cell phones or PDAs). Users in Germany will be able to receive DMB for the first time at the 2006 World Cup in five cities hosting World Cup matches.

About Digital Radio (DAB)

Digital radio not only enables broadcasting in crystal-clear audio quality, but also the transmission of data. This allows access to service information such as traffic reports or train schedules at Frankfurt Hauptbahnhof, Frankfurt Flughafen, Kassel-Wilhelmshöhe, Gießen, Fulda, Wiesbaden, and Darmstadt, for example, or flight information from Frankfurt Airport. Arrival and departure times of flights at/from Frankfurt airport can also be consulted. In addition to these data services, Hessen Digital Radio GmbH currently also broadcasts the Traffic Message Channel (or TMC), a technology which enables dynamic traffic navigation throughout the country.

Further information can be obtained at www.HessenDigitalRadio.de

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