



**Press release from Hessen Digital Radio GmbH**

**Digital radio an integral part of the 61st IAA in Frankfurt – the German automobile industry makes the first move in the digitization of radio**

**(Frankfurt am Main, September 26, 2005): Various different facets of digital radio (DAB) were on show at the Frankfurt International Motor Show (IAA). TruckRadio, the IAA's official radio service, was especially popular among the trade fair's visitors. On the two weekends in particular, seemingly endless crowds of people wanted to see TruckRadio's Show Truck on the open-air exhibition grounds. The IAA's organizer, the Association of the German Automotive Industry (VDA), declared the theme of digital broadcasting to be an integral part of the IAA.**

According to the VDA, the manufacturers of car radios and navigation systems showed an impressive variety of attractive terminal devices; more and more vehicles were offering DAB as standard equipment in their basic models, said a VDA spokesperson. Germany and the other EU member states should therefore do everything they can to extend the range and power of DAB transmissions.

In addition to making this demand for the future, the VDA – as the organizer of the IAA – said it was pleased that TruckRadio had transmitted a special DAB-format service from Frankfurt fairgrounds for the first time.

Michael Meister, managing director of TruckRadio, was very satisfied after 13 days of broadcasting live from the exhibition: "TruckRadio has not been on the air for very long as yet, and live transmissions from an event like this offer us an opportunity to publicize the station. The IAA also gave us a chance to win new advertising customers," said Meister.

IAA Radio was on the air live from the Frankfurt open-air exhibition grounds for nine hours a day. In addition to reports on the innovations presented at the trade fair, it provided all kinds of car information, extensive traffic news and parking information – plus TruckRadio's usual

mix of country and rock music. In its regular programming, TruckRadio targets professional drivers and people who spend a lot of time in cars.

Dirk Risse, managing director of Hessen Digital Radio GmbH, summed up the digital radio activities at the IAA as follows: "Of course, we are delighted that the exhibition stand shared by Hessen Digital Radio and TruckRadio attracted so many digital radio customers. I'm also pleased that we generated such a lot of interest with the additional digital services using the TPEG protocol, which we presented at the IAA." TPEG services are transmitted via DAB and offer not only traffic information, but also weather forecasts and the latest news on public transport and travel times. Hessen Digital Radio GmbH will continue using the TPEG protocol to transmit data after the IAA.

### **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.

You can find further information on digital radio in Hesse at [www.HessenDigitalRadio.de](http://www.HessenDigitalRadio.de).

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