

Press Release

The age of digital radio has begun in Hessen

The first "Hessen Digital Radio Day" informs consumers all about the new radio standard

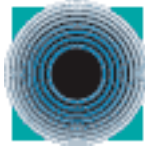
Frankfurt, 16 August 2001 - The age of digital radio has now also begun in Hessen: In June this year the broadcasting frequencies for the radio standard of the future were allocated by the Landesanstalt für privaten Rundfunk in Hessen (LPR Hessen). The end of VHF in Germany is thereby coming increasingly closer: In the next few years digital radio will completely supersede the analog dinosaur. Analog and digital programs will initially still be receivable in parallel. However, in 2010 at the latest the end will be sounded for the last VHF programs and the multimedia radio age will be a reality in the whole of Germany.

On the occasion of the launch of digital radio in Hessen the transmission network operator, Hessen Digital Radio GmbH (HDR), is presenting a launching event on 16 August 2001 at the Frankfurt Zeilgalerie. The aim of this event is to provide information about the new radio standard and enable digital radio to be experienced by a wide range of listeners. In the view of the initiator Dirk Risse, Managing Director of HDR, all the prerequisites for a rapid and successful changeover are in place: The transmission network, programs and receiving equipment are available. "Now is the time to inform the public about the global developments in radio and the new opportunities of multimedia digital radio", explains Risse. The launching event is therefore also primarily aimed at the consumer.

Wide-ranging commitment enables comprehensive information

Risse has succeeded in getting crucial partners on board for the Hessen Digital Radio Day. In addition to the transmission network operating company, the media, industry, specialist dealers and policy-makers are participating. "The consolidation of forces and the joint commitment are the basis for pushing digital radio significantly forward", says Risse.

During the launching event, over an entire day consumers can inform themselves extensively about the new medium, listen to it, feel it and experience it: The latest digital radios in mobile use will be presented, and on the 7th level of the



Zeilgalerie interested consumers can have digital receiving equipment demonstrated to them and experience digital radio programs and multimedia supplementary services. The specialist electronics dealer Saturn will be raffling digital radios of the latest generation. And as a crowning conclusion to the event, an afterwork party presented by Hit Radio FFH will be held.

With this innovative presentation concept Hessen is leading the way with a good example. Risse hopes that the model will become the accepted thing and also be adopted in the future in other Länder (regional states). Also joining in are the equipment manufacturers Blaupunkt, Clarion, Grundig, Kenwood, Pioneer, Terratec, Videologic and the manufacturer SiemensVDO Automotive, based in Wetzlar. On the part of the program broadcasters, DeutschlandRadio, the business radio station of the FAZ newspaper, Hit Radio FFH, Planet Radio and Frankfurt Business Radio are participating.

The promoter Dirk Risse is convinced that the concept will catch on and give the digital radio standard a new impetus: "Thanks to the commitment of all participants, we have succeeded in creating a convincing information and experience platform from which consumers will profit."

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