

## PRESS RELEASE

# Hesse celebrates DIGITAL RADIO

## Infotainment day on the new radio standard

Frankfurt am Main, September 17, 2002 – To mark the one-year anniversary of Digital Radio in Hesse, the “Second Hesse Digital Radio Day” is to be held on Sunday September 29. The event will take place this year in the north of Hesse: over an area of approx. 1,000 m<sup>2</sup>, the latest in radio technology will be showcased throughout the day in and around the telecommunication tower in the Habichtswald National Park (Zierenberg 1). Hessen Digital Radio GmbH (HDR) initiated the event, which is aimed at retailers as well as the public at large. The event sees HDR reacting to increasing demand among the retail trade and growing interest among consumers. “Our aim is to inform the retail trade about the latest market trends and open up Digital Radio to a wider public”, is how Dirk Risse, Managing Director of HDR, explains his concept.

### Second Hesse Digital Radio Day

Sunday September 29, 2002  
at the telecommunication tower,  
Habichtswald National Park,  
Zierenberg 1  
near Kassel

### Infotainment day on the new radio standard

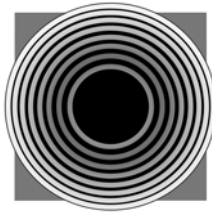
Doors open at 12 noon  
Free admission

#### Program highlights:

- Showroom: Watch, hear and experience Digital Radio
- Presentation of equipment, broadcasting technology and programs
- Live music
- Beer garden
- Barbecue party
- Bouncy castle and face-painting for children
- Sweepstakes ...

### Adventure day for the whole family

To this end, Risse has developed a colorful infotainment program that is made up of information and entertainment. Aside from the opportunity to find out about expansion of the transmitter network, the digital program scene, current receivers and other innovations to do with Digital Radio, there is a support program for the whole family: live music, beer garden, barbecue party, bouncy castle and face-painting for children – free admission for all! Attractive sweepstakes as well as culinary delights promise an entertaining and informative Sunday.



### **Cooperation with all partners involved on the market**

As the event's initiator, Hessen Digital Radio GmbH is cooperating with all parties involved on the market. These include among others leading manufacturers such as Audionet, Blaupunkt, Kenwood or PURE Digital, with the market leader in Hesse radio also one of the partners: Hit Radio FFH. The station recently went on air – on August 1, 2002 – with its digital program. The digital program scene thus benefits from another important provider. On September 29, competent contact persons will be on hand throughout the day to answer any questions from interested visitors about the radio standard of the future.

### **Digital Radio: taking the mass market by storm**

The new radio standard is indeed beginning to take the mass market by storm, as borne out by the latest sales figures. Blaupunkt for instance is achieving record sales with its latest Digital Radio receiver: with a market share of 15.7 percent (GfK-Panel, July 2002), the "Woodstock DAB 52" is the best-selling unit in the price bracket above € 400. The trade press has also predicted excellent sales prospects for it (CE-Markt, issue 9/2002). The Frankfurter Allgemeine Zeitung puts its finger on the new trend in its article "Digital Radio is a fine thing" (September 3, 2002). In Hesse, the prerequisites were created some time ago: a stable transmitter network with around 80 percent network coverage and high reception quality provide optimum conditions. Attractive receivers are already on the market and the range of programs is gradually expanding. In Risse's opinion, the positive trend will continue to rise with the addition of Hit Radio FFH. "We believe that the other license holders will follow our good example", the Managing Director of HDR adds.

### **Contact:**

Leipziger & Partner  
Johannes Podszun  
Tel.: + 49 69 75 804-419  
E-mail: [JohannesPodszun@leipziger.de](mailto:JohannesPodszun@leipziger.de)

Hessen Digital Radio GmbH  
Carmen Kautner  
Tel.: + 49 69 90 43 27 15  
E-mail: [Carmen.Kautner@HessenDigitalRadio.de](mailto:Carmen.Kautner@HessenDigitalRadio.de)