

Press release

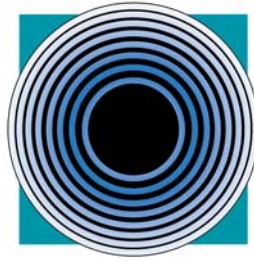
Digital Radio arouses great interest

Hesse celebrates its second Digital Radio Day

Frankfurt am Main, 30 September 2002. The “Second Hesse Digital Radio Day“ was held on Sunday in and around the Zierenberg telecommunication tower near Kassel. More than 350 specialist dealers and radio listeners from all over North Hesse took the opportunity to get in-depth information on the digital radio standard. “Our aim is to inform retail traders but also the wider public about the benefits of digital radio“, explained the event’s initiator and organiser, Dirk Risse, Managing Director of Hessen Digital Radio GmbH (HDR). In contrast to FM radio, now more than 70 years old, digital radio offers perfect sound quality, multimedia application possibilities and considerably more broadcasting frequencies. Joachim Becker, assistant director of the Hesse LPR (the supervisory authority responsible for private broadcasters in Hesse), firmly believes that FM radio will not survive the digital era: “Digital radio has won worldwide recognition as the new standard which will complement FM radio over the next few years before finally replacing it.“ In Becker’s view, the Hessen Digital Radio Day is the ideal platform for informing people about the latest developments and changes in future media systems.

From first-class tuners to kitchen radios

The latest generation of digital transmission and receiving technology was on show at the Hesse Digital Radio Day. Leading manufacturers such as Audionet, Blaupunkt, Kenwood, Microboss and Pure Digital showcased a wide range of digital receivers: From advanced car radios with built-in MP3 players to digital tuners for home stereos and kitchen radios, there was something to match all budgets and tastes. The advantage of most of the equipment is that it can receive both analogue and digital radio signals. “The industry is much further on than many of my colleagues and I had expected“, explained Erwin Wohlgemuth, an electrical equipment dealer from Grebenstein. “I am really amazed that there are so many different receivers on the market already.“ Visitors interested in the technology also had the chance to see transmission technology in the telecommunication tower’s surrounding



buildings. Guided tours through the transmission tower – 86 metres high – proved to be one of the highlights.

The right mix of information and entertainment

The event was crowned with a colourful side programme. “Digital radio is not just about technology and information – it also means fun and entertainment“, Dirk Risse explained the idea behind his concept. “We wanted to reflect the lively nature of the medium by putting on a feast of entertainment for the whole family to accompany the purely informative programme.“ Live jazz, culinary delights, kids activities, prizes to be won and blazing sunshine made it an entertaining and informative family day not to be forgotten.

The visitors were obviously delighted. Some guests had no qualms about driving three hours to attend the event. Klaus Zimmermann, a self-confessed digital radio fan from Halle said, “I wanted to make sure I took this opportunity to speak to experts directly. My wife has been enjoying the side programme. The day has been a complete success.“

You can see photos from the “Second Hesse Digital Radio Day“ on 30 September from 4.30 p.m. at www.HessenDigitalRadio.de

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