

## High End fair in Frankfurt am Main (May 29 to June 1, 2003)

Europe's biggest trade show of hifi and high-end appliances underlines the positive trend in the digital radio equipment market – vendors present their new products

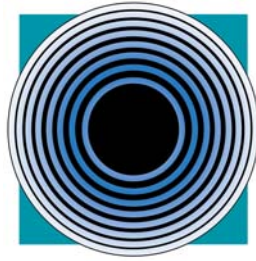
**Frankfurt am Main (01.06.2003) Manufacturers of digital radio receivers amazed the trade audience at High End as they presented surprising innovations. According to Dirk Risse, Managing Director of Hessen Digital Radio GmbH, this marks a continuation of positive developments on the digital radio market. Ever more vendors are following the current trend towards digitization in broadcasting and offering consumers receivers for this purpose. High End in Frankfurt has been the Mecca of Europe's hifi industry for many years. Again this year, over 200 companies came to the fair to present their latest technical creations to the trade and an interested public.**

"Things are heating up on the market for sophisticated digital radio equipment," Dirk Risse, Managing Director at Hessen Digital Radio GmbH, one of the companies exhibiting at High End 2003, is happy to report. "And besides, visitors to our stand were far more open and better informed on the subject of digital radio than in previous years," Dirk Risse summed up the past 4 days at the fair.

One example of this positive trend was the new "EDAB" device from Restek. Even insiders were pleasantly surprised by this new appearance at High End. For Kassel-based Restek, EDAB was the crowd-puller at the fair. As Board Chairman Adrianus Elschot commented, EDAB is Restek's response to increasing customer demand. His company has been a leading manufacturer of FM receivers for 28 years. "Our first DAB receiver is geared to future market requirements, a reaction to the trend towards digitization in broadcasting," Elschot added. The chrome front and larger-than-life display distinguishes EDAB optically from other products. Above all, the device is intended for music-lovers who also want radio to deliver their accustomed high-quality sound. Techno, classical concerts or plays: the living room appliance convinces with crystal-clear reception and ease of operation. Even with its substantial price of 2800 euros, it has already attracted prospective customers, Elschot explains. As early as next year, the company plans to bring a smaller, lower-cost DAB receiver to market.

The international high-end sector has convened at the fair held at Hotel Kempinsky in Frankfurt/Main for over two decades. This year, some 200 exhibitors presented their highly sophisticated, high sound quality, price-intensive brand products.

For the third time, transmission network operator Hessen Digital Radio is informing trade visitors and the interested public about the possibilities offered by the new digital broadcasting technology DAB (Digital Audio Broadcasting). The company plans, builds and operates the transmission network for digital radio in the state of Hesse. In doing



so, Hessen Digital Radio GmbH creates a platform on which radio program and data service providers can transmit in compliance with the so-called DAB standard.

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