



## Press release, Hessen Digital Radio GmbH

### Digital Radio at the International Motor Show – exclusive radio broadcasting of trade fair via digital radio

**(Frankfurt am Main, 11.09.2003) The trend for digital auto radio is going to the International Motor Show (IAA) – in many different forms. While the official radio station of the IAA in Frankfurt am Main is being broadcast via digital radio (DAB), automobile manufacturer Opel is also incorporating digital radio technology in its new Opel Astra. According to information provided by the manufacturer, the Astra's innovative infotainment system also includes an MP3 player and a digital radio.**

Following the recent milestones in digital radio set at the Internationale Funkausstellung (consumer electronics exhibition) in Berlin, the International Motor Show is now following hard at its heels, adding another milestone to the list: The company Opel is also incorporating a digital radio (DAB) in its new Opel Astra. Thus, customers can choose whether they would like a Sony VDO digital radio built in ex-factory.

“IAA-AutoRadio 95.1”, which is not only being broadcast via VHF (95.1 MHz) but also via digital radio in Frankfurt, will be launched just in time for the official start of the IAA. With its mix of current hits and popular oldies, the program will put visitors in the right mood for the trade fair. The 24-hour program provides up-to-date traffic information and news directly from the Motor Show.

Dirk Risse, chairman of Hessen Digital Radio believes that, “This is a continuation of a trend which began at the Internationale Funkausstellung in Berlin: digital trade fair radio is making a breakthrough.” He continued to say: “Event broadcasters accompanying a particular event for a certain period of time, thus staying very close to the listener, are the right target group for digital radio. This is why we made the spontaneous decision to also include “IAA-AutoRadio” in our digital radio program.

The company Bosch/Blaupunkt will also present its latest digital radio receiver at the IAA – the “Woodstock DAB 53” car radio. By combining conventional receiver technology such as VHF, MW and LW with DAB and MP3, it incorporates 2 types of digital technology in a single solution. The Woodstock uses technology which has been developed for car radios for the first time, to allow DAB programs to be recorded and played back at the touch of a button while driving.

The 60th International Motor Show will open its doors to the public from September 13 to 21, 2003. The automobile trade fair will be restricted to trade experts today and tomorrow. Around 1,000 exhibitors from over 40 countries will present the industry's most up-to-date automobile models, trends and highlights.

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