



Hessen Digital Radio GmbH press release

Digital radio offer in Hesse becomes more attractive – Service information now available via digital radio for the first time in Hesse

Frankfurt am Main, July 29, 2003) The digital radio offer in Hesse is steadily becoming more attractive. From today, service information will be offered along with digital radio programs. This was announced by the Managing Director at Hessen Digital Radio GmbH, Dirk Risse. Along with traffic news, users can, for example, now also retrieve train arrival and departure times at various main stations in Hesse as well as airport information. In addition, the DAB network operator in Hesse stated, digital radio can now be received in large areas of Hesse. With four new transmitters on air, digital radio reception is now more reliable, especially along interstate highways.

It appeared to be a good omen for digital radio in Hesse when Minister President Roland Koch dropped in at the network operator's booth at the Hessentag fair in June 2003. During his discussion with Gerhard Rolletter, Technical Director at Hessen Digital Radio, Koch inquired as to when digital radio broadcasting would really get moving in Hesse. The Minister President was delighted to hear that digital radio programs are already received in an area that represents over 80 percent of the whole federal state of Hesse.

Just two months after Hessentag, the DAB network operator from Hesse has two pieces of good news for its digital radio audience: Firstly, data services will be broadcast for the first time in addition to radio programs. This means that listeners will be able to retrieve useful service information. "For example, they can query the arrival and departure times of trains at the stations Frankfurt Central, Frankfurt Airport, Kassel-Wilhelmshoehe, Giessen, Fulda, Wiesbaden and Darmstadt, and also take-off and landing times at Frankfurt airport," explains Dirk Risse, Managing Director at Hessen Digital Radio. "For technical implementation of the data services, we cooperate closely with the Verein Digital Radio Mitteldeutschland (Digital Radio Central Germany Association). It has proved advantageous to draw on key qualifications in other federal states and to give each other support." In addition, Hessen Digital Radio provides the so-called TMC (Traffic Message Channel) in digital radio for the development departments of terminal equipment vendors. This technology enables dynamic traffic navigation throughout Germany.

Car drivers will now also sigh with relief. With four new transmitters on air since July 2003, reception along interstate highways is now far more reliable. In particular on the A 66 Frankfurt – Fulda highway and the A 4 in the direction of Thuringia, digital radio is even more enjoyable than in the past. And reception has been optimized in central Hesse, in Wetzlar, as well as in the Alsfeld area.

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