



Press Release

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DRM: The Digital Journey Showcasing at IBC 2011

The DRM Consortium will have its strongest presence ever at the International Broadcasting Convention (IBC), being held in Amsterdam from the 8th -13th September. IBC is considered the leading global tradeshow for professionals engaged in the creation, management and delivery of broadcasting media and entertainment.

In Amsterdam, DRM will be showcasing developments, highlighting the potential of the DRM standard, as well as presenting new receiver options. Three key Consortium members (Transradio, Nautel and Fraunhofer IIS) will host events on September 10th, 11th and 12th taking participants on a digital journey of discovery. On these three days there will be updates on the latest market developments and demonstration on how DRM (either as DRM30 or as DRM+) can get your multi-platform, rich, digital content direct to users.

Videos and new receiver solutions will give these events a "hands-on", unique feel.

If you are up-to-date on the features of DRM+ and DRM30, including slideshow, EPG, 5.1 surround sound and Journaline and want to have a chance to experience it and meet key DRM experts, then the DRM journey of discovery at IBC will give you this opportunity.

Ruxandra Obreja, DRM Consortium Chairman, says: "Our presence at IBC will show that DRM is a complete digital radio solution, is very efficient and is making real progress in important global markets which, in turn, is stimulating chipset and receiver manufacturers to develop new solutions and products".

About DRM

Digital Radio Mondiale™ (DRM) is the universal, openly standardised digital broadcasting system for all broadcasting frequencies up to 174MHz, including LW, MW, SW, band I and II (FM band).

DRM provides digital sound quality and the ease-of-use that comes from digital radio, combined with a wealth of enhanced features: Surround Sound, Journaline text information, Slideshow, EPG, and data services. DRM on short, medium and long wave for broadcasting bands up to 30 MHz (called 'DRM30') provides large coverage areas and low power consumption. The enhancement of the DRM standard for broadcast frequencies above 30 MHz ('DRM+') uses the same audio coding, data services, multiplexing and signaling schemes as DRM30 but introduces an additional transmission mode optimized for those bands.

For more information and DRM updates please visit www.drm.org or subscribe to DRM news by writing to pressoffice@drm.org