



## INVITATION – 邀请函



### Digital Broadcasting Information Service "Journaline" First Time Demonstrated on Digital Radio Mondiale as part of a Multiplatform Implementation at Olympic Games 2008

数字广播信息服务“Journaline”，作为多媒体信息平台的一部分，在2008奥运会上首次亮相 DRM 数字广播。

#### 联系方式

##### Audi

see [www.audi.com](http://www.audi.com)

##### Fraunhofer IIS

Matthias Rose  
Tel.: +49 9131 776-6175  
[amm-info@iis.fraunhofer.de](mailto:amm-info@iis.fraunhofer.de)

##### Thomson

Sally Welter  
+41 56 299 25 26,  
[sally.welter@thomson.net](mailto:sally.welter@thomson.net)

##### NXP

Joern Conze  
Tel.: +49 40 5613 1468  
[joern.conze@nxp.com](mailto:joern.conze@nxp.com)

##### Atmel

Dr. Susanne van Clewe  
Tel.: +49 7131 67-2081  
[susanne.van-clewe@atmel.com](mailto:susanne.van-clewe@atmel.com)

##### Microtune

Harald Koch  
Tel.: +49 841 9378-281  
[harald.koch@microtune.com](mailto:harald.koch@microtune.com)

##### BBC World Service

Mike Gardner  
Tel.: +44 207 557 2937  
[mike.gardner@bbc.co.uk](mailto:mike.gardner@bbc.co.uk)

To support the increased information need at the 2008 Summer Olympics in China, the new text-based Digital Radio information service "Journaline" delivers added value to the listener. Integrated into selected Audi shuttle vehicles used in Beijing, this service provides passengers and drivers with up-to-date information in the form of a "sports and news ticker".

为了支持北京 2008 夏季奥运会上的海量信息处理，基于文字的全新数字广播信息服务“Journaline”将为听众带来更多价值。该服务将集成在奥迪车上，为驾乘人员提供奥运会的最新信息。

**Interested members of the DRM Consortium and friends of Digital Radio Mondiale are welcome to try out the service in an Audi VIP car in Beijing in the week 2008-08-09 until 2008-08-15.**

2008年8月9日至8月15日期间在北京专门备有配备此项服务的奥迪VIP车，欢迎各位感兴趣的 DRM 协会的会员和世界 DRM 组织的朋友届时体验。

**Detailed information like the event location is available under [www.journaline.info](http://www.journaline.info).**

详细信息（例如活动的具体地址）欢迎访问 [www.journaline.info](http://www.journaline.info).

Journaline resembles the functionality of an electronic magazine or teletext on a TV set. It allows users to interactively access radio accompanying information, or to follow the self-updating scores of interesting matches either in the car (including text-to-speech presentation) or with carry-on radio receivers focusing on textual presentation.

Journaline 类似电子杂志或图文电视。用户可以在车内（包括文字-语音演示）或者便携收音机（只有文字演示）与广播节目互动，或者可以及时追踪感兴趣的比赛的最近赛况。

Journaline was internationally standardized with ETSI by the WorldDMB Forum. The service is currently broadcasted as part of DAB/DMB and DRM digital radio transmissions; however, the application is suitable for virtually any broadcast platform. The development focused on simple re-use of a broadcaster's existing information sources, efficient low-bitrate transmission, and easy integration in any digital radio receiver class. Through a hierarchical topic structure, users are able to browse the received information, which may comprise both program-related and program-independent textual information. Favorite topics can be stored as bookmarks.

Journaline 是 ETSI（是欧洲电信标准协会）、WorldDMB 论坛制定的国际标准。该服务目前作为 DAB / DMB 和 DRM 数字广播的一部分，同样适用于任何虚拟广播平台。这项技术针对广播电台现有信息的再利用、高效的低比特率传输，并且可以非常简单地整合到任何数字接收机。通过分级标题菜单结构，用户可以对接收信息检索，这些信息可以是与节目内容相关的文本信息，也可以是节目之外的其它文本信息。用户感兴趣的信息标题还可以存储到书签中。

The Journaline project partners include Audi, Fraunhofer IIS, Thomson, NXP, Atmel, Microtune, and BBC.

Journaline 项目合作伙伴包括 Audi（奥迪）、Fraunhofer（德国弗劳恩霍夫应用研究所）、Thomson（汤姆逊）、NXP（恩智浦半导体）、Atmel（爱特梅尔）、Microtune、BBC。

Founded in 1985 the **Fraunhofer Institute for Integrated Circuits IIS** in Erlangen, today with 520 staff members, ranks first among the Fraunhofer Institutes concerning headcount and revenues. As the inventor of mp3 and co-inventor of the MPEG AAC audio coding standard, Fraunhofer IIS has reached worldwide recognition. It provides research services on contract basis and technology licensing. The research topics are: Audio and video source coding, multimedia realtime systems, digital radio broadcasting and digital cinema systems, integrated circuits and sensor systems, design automation, wireless, wired and optical networks, localization and navigation, imaging systems and nanofocus X-ray technology, high-speed cameras, medical sensor solutions and communications technology in transport and logistics.

Fraunhofer 集成电路研究所创建于 1985 年，现在拥有 520 名员工，员工人数、利润居 Fraunhofer 各研究所之首。作为 MP3 的发明者、MPEG AAC 音频编码的合作发明者、Fraunhofer 集成电路研究所得世界认可。该研究所提供研究服务，研究项目包括音视频信源编码，多媒体实时系统，数字广播、数字电影系统，集成电路、传感器系统，自动化、无线、光纤网络，航空定位系统，图像系统，非聚焦 X 射线系统，高速照相机，医用传感器方案，运输后勤通信方案。

**Audi:** see <http://www.audi.com/>

Audi: 请参阅 <http://www.audi.com/>

**Thomson** provides technology, services, and systems to help its Media, Entertainment & Communications clients – content creators, content distributors and users of its technology – realize their business goals and optimize their performance in a rapidly changing technology environment. For more information: <http://www.thomson.net>.

汤姆逊致力于提供媒体、娱乐、通信用户提供技术和服 务，节目生成器、节目分配器、为用户在科技快速发展的环境中实现其利益目标、并使其做到最优化。更多信息，请登录 <http://www.thomson.net>。

**NXP** is a top 10 semiconductor company founded by Philips more than 50 years ago. Headquartered in Europe, the company has 37,000 employees working in more than 20 countries and posted sales of USD 6.3 billion in 2007. NXP creates semiconductors, system solutions and software that deliver better sensory experiences in mobile phones, personal media players, TVs, set-top boxes, identification applications, cars and a wide range of other electronic devices. News from NXP is located at <http://www.nxp.com>.

NXP 居于飞利浦 50 年来所创十大半导体公司之一，总部在欧洲，37000 员工遍布 20 多个国家，2007 年销售额达六十三亿美元。NXP 提供半导体器件、系统方案、软件，在移动电话、个人多媒体播放器、电视、机顶盒、电子识别、汽车、及其他电子器件领域拥有丰富经验。NXP 新闻请登录 <http://www.nxp.com>。

**Atmel®** is a worldwide leader in the design and manufacture of microcontrollers, advanced logic, mixed-signal, nonvolatile memory and radio frequency (RF) components. Leveraging one of the industry's broadest intellectual property (IP) technology portfolios, Atmel is able to provide the electronics industry with complete system solutions focused on consumer, industrial, security, communications, computing and automotive markets. More information on Atmel's products can be found at <http://www.atmel.com>.

Atmel®是世界范围内微控制器、先进逻辑、混合信号、非易失存储器、射频器件领域的带头人，利用知识产权技术的优势，ATMEL为电子产业提供消费、工业、保安、通信、计算机、汽车领域的完整的系统方案。Atmel的产品信息，请登录<http://www.atmel.com>

**Microtune, Inc.** is a silicon and subsystems company that designs and markets radio frequency (RF) solutions for the worldwide broadband communications and transportation electronics markets. Inventor of the MicroTuner(TM) single-chip broadband tuner, Microtune offers a portfolio of advanced tuner, amplifier, and upconverter products that enable the delivery of information and entertainment across new classes of consumer electronics devices. The Company currently holds 80 U.S. patents for its technology. Founded in 1996, Microtune is headquartered in Plano, Texas, with key design and sales centers located around the world. The website is <http://www.microtune.com>.

Microtune, Inc 是硅及子系统公司，为世界通信产业、电子运输业提供射频方案。作为单片宽带微调谐器的发明者，提供调谐器、放大器、上变频器产品，该公司目前拥有 80 个美洲合作伙伴。Microtune创建于 1996 年，总部位于德克萨斯州的普莱诺，设计、销售中心遍布世界各地。该公司网页 <http://www.microtune.com>。

**BBC World Service** is an international radio and online broadcaster delivering programmes and services in 32 languages. The radio output reaches 183 million weekly listeners around the globe, on platforms that include SW, AM, FM, digital satellite and cable channels. It has around 2,000 partner radio stations which take BBC content, and numerous partnerships supplying content to mobile phones. Its international online sites include audio and video content and offer opportunities to feedback directly and discuss world events. An active member of the drm consortium it operates a number of pilot drm broadcasts to support take up of the standard. For more information, visit [www.bbcworldservice.com](http://www.bbcworldservice.com)

For more information on Journaline, see [www.journaline.info](http://www.journaline.info)

更多关于Journaline的信息，请登录[www.journaline.info](http://www.journaline.info)

© 2008

Journaline is a registered trademark of Fraunhofer-Gesellschaft. Other terms and product names may be trademarks of others.