

# MEDIA RELEASE



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## Harris and DRM to be Major Sponsors ABU Digital Broadcasting Symposium 2012

Harris and the DRM Consortium will be Major Sponsors of the Asia-Pacific Broadcasting Union's Digital Broadcasting Symposium 2012, to be held in Kuala Lumpur on 6-9 March.

The symposium, with the theme ***Decision Time for Stakeholders***, is the eighth in a series of annual symposiums staged by the ABU to help radio and television broadcasters and the industry to make the digital transition. The 2011 symposium attracted over 700 participants from the Asia-Pacific region and beyond. The 2012 symposium will be held in Kuala Lumpur on 6-9 March.

The 2012 symposium will feature presentations by experts, panel discussions, workshops, as well as an exhibition showcasing the latest broadcasting products and services. Several side-events will provide opportunities to industry leaders to convey their message to the broadcasters and the industry at large.

Expressing support for this notable industry event, Richard Redmond, Vice President of Product Management & Strategy for Harris Corporation, said: "Harris has worked regularly with the ABU and in particular the Kuala Lumpur ABU Symposium as this regional platform offers the Asia-Pacific broadcast community a vital opportunity to share information and experiences, identify market trends and assess market activity while also allowing us to share our own technological innovations with customers and partners alike. We are delighted and honoured to once again be participating in the conference and look forward to sharing the latest technological demonstrations that are driving our business forward."



Ms Ruxandra Obreja, Chairperson of the DRM Consortium, said: The ABU DBS is already a major broadcasting event in Asia. The DRM Consortium is delighted to extend its wholehearted support and again be a Major Sponsor in 2012. This is a great opportunity to meet and understand the needs of the broadcasting industry in the Asia Pacific region. The DRM Consortium and its members are always supportive of the ABU and this time, again, five of our members have come together to ensure that we maximise participation and impact of this popular symposium. As it is 'Decision time for stakeholders', we hope that we can contribute to the successful transition to digital radio. We will contribute with

presentations and a DRM workshop and will be there to share and learn. We wish DBS great success!"

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### **About Harris**

Harris offers a comprehensive portfolio of workflow, infrastructure and networking tools engineered to address all current and future standards — and the unique challenges faced when baseband meets broadband. The company offers standard- and high-definition products and systems that enable media companies to streamline workflow from production through transmission. Additionally its Media portfolio comprises a range of industry-leading software solutions for automation, digital asset management and business management that address every stage of the process from proposal to order, including management of inventory, reconciliation and billing and performance analytics.

Harris continues to lead in transmission technology, and the company's analogue and digital television and radio transmission solutions are recognized for delivering operational and cost efficiencies, regulatory compliance and field serviceability for broadcast, network, telecommunications and government customers.

Harris also provides a full suite of advanced hardware and software solutions for Digital Out-Of-Home (DOOH) applications in key consumer vertical segments, including retail, hospitality and sports and live event environments.

### **About DRM**

Digital Radio Mondiale™ (DRM) is the universal, openly standardised digital broadcasting system for all broadcasting frequencies below and above 30 MHz, including LW, MW, SW, band I, II (FM band) and band III.

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 signalling schemes as DRM30 but introduces an additional transmission mode optimized for those bands.

The DRM Consortium, dedicated to the global adoption of the standard is made up of over 100 members and supporters representing all stakeholders in the broadcasting industry. It is a non-profit organisation promoting technical excellence in the digital radio introduction.

For more information and DRM updates please visit [www.drm.org](http://www.drm.org) or subscribe to DRM news by writing to [pressoffice@drm.org](mailto:pressoffice@drm.org)

### **About the ABU**

The Asia-Pacific Broadcasting Union (ABU) is a non-profit, non-government, professional association of broadcasting organisations, formed in 1964 to facilitate the development of broadcasting in the Asia-Pacific region and to organise co-operative activities amongst its members. It currently has over 215 members in 60 countries, representing who-is-who of the broadcasting industry and reaching a potential audience of more than 3 billion people. For more information, visit [www.abu.org.my](http://www.abu.org.my)

For more information about the 2012 symposium, please contact Sharad Sadhu at [sharad.s@abu.org.my](mailto:sharad.s@abu.org.my) Tel: +(603) 2282-4995.

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