



## Press Release

**For Immediate Release**  
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### **Digital Radio Mondiale (DRM) Announces at IBC 2014 First DRM Receiver produced in India**

At IBC on Friday 12<sup>th</sup> September the DRM Consortium launched the first DRM AM model receiver produced in India for India and for global use.

The AV-DR -1401 designed and produced by Communications Systems Inc under the brand name Avion Electronics of India ([www.avionelectronics.in](http://www.avionelectronics.in)) is a digital DRM SW, MW, as well as analogue AM and FM receiver with stereo reception, offering some of the extra features that make digital superior to analogue: more choice in perfect sound (MPEG audio), multimedia applications and local interactive text and media (Journaline), automatic tuning by station, not frequency, emergency alert capability etc.

The receiver was unveiled at the first DRM 'Pit-stop' on Friday 12<sup>th</sup> September at the Ampegon stand (Hall 8:D35). It was subsequently showcased on Saturday 13<sup>th</sup> September at Thomson Broadcast, the second 'Pit stop' event (Hall 8:C35) and at the "tell and show" event organised by DRM Consortium member Nautel Ltd (Hall 8:C49). At their session 'Building to a Billion and Beyond', Nautel representatives and other Consortium companies from India and around the world gave an update on the digital project in India and participants could sample the excellent sound of the new DRM receiver model.

Ankit Agrawal, Director of Communications Systems Inc which produced the new model was thrilled with the interest created by the DRM radio: "Our receiver performed very well and its audio quality, extra features and ease of use received a lot of positive feedback. IBC participants particularly liked the extended battery life of the receiver and its emergency warning capability. With small adjustments we plan to make the receiver available for order in the next few months."

Ruxandra Obreja, the Consortium Chairman, says that: "We are very pleased with the exciting announcement on this new Indian receiver. With sufficient orders and support it could do very well and start the receiver ball rolling demonstrating that global, green and extremely cost-effective DRM is not just the future of digital radio but a reality for listeners now."

Other DRM members present at IBC are: Digidia, Fraunhofer IIs, GatesAir, RFmondial and Transradio.



**AV-DR -1401** [www.avionelectronics.in](http://www.avionelectronics.in)



## About DRM

Digital Radio Mondiale™ (DRM) is the universal, openly standardised digital broadcasting system for all broadcasting frequencies.

The DRM standard comprises of two major configurations: 'DRM30' intended for broadcasts on short, medium and long wave up to 30 MHz and providing large coverage areas and low power consumption. The configuration for the VHF bands above 30 MHz is called 'DRM+', tailored for local and regional coverage with broadcaster-controlled transmissions.

All DRM configurations share the same audio coding, data and multimedia services, service linking, multiplexing and signalling schemes. DRM provides high quality sound combined with a wealth of enhanced features: Surround Sound, Journaline text information, Slideshow, EPG, and data services.

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