



Press Release

For Immediate Release

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Digital Radio Mondiale at IBC 2015: 'DRM: Clear and Flexible Digital Radio'

Digital Radio Mondiale (DRM) has a lot in store for participants in this year's International Broadcasting Convention (IBC) in Amsterdam 10th - 15th September. IBC is the leading global tradeshow for broadcasters and media professionals and attracts over 150,000 visitors every year from over 160 countries worldwide.

The Consortium is ready with more DRM news, events and equipment than ever. Our key member [Babcock International](#) will ensure that there will be live DRM transmissions (10-13th September) from the UK between 14.00 – 16.00 UTC (+2 hours for Amsterdam), featuring **BBC** content on 6040kHz, 100kW from Woofferton on 114 degrees to Europe.

[With 4 events](#) and 5 hosting companies this will be the richest IBC for DRM. During these events we will introduce you to the rich features of the new commercial Indian receiver (from new Consortium member [Avion Electronics](#)) colour LCD with million colours, 10-12 hours of backup on single charging, x-HE-AAC audio coding, emergency warning, AFS, DRM text and scrolling messages. The receiver will soon be available on Amazon. Recent and exciting market developments in Asia, Africa, Europe and Latin America will feature large on all these days as well as innovative solutions for multi-standard receivers like the one in the sights of [TheRadioHub](#), Norway.

All those interested are invited to meet DRM experts, broadcasters and manufacturers:

[Fraunhofer IIS](#) on Friday 11th September celebrating the first India made receiver, Avion, with the xHE-AAC audio codec and Journaline , from 1400-1500 (Hall 8 B80);

[Thomson Broadcast](#) focusing on transmitters for alert systems on Saturday 12th September from 1100 to 1230 (Hall 8 C35);

[Nautel](#) in the afternoon between 1530 and 1700 (Hall 8 C49) under the banner "New Developments in DRM Transmitter Technology",

And Sunday 13th September will feature a joint event on integrated transmission systems between [Ampegon](#) and [Transradio](#) from 1100 to 1230 (Hall 8 D35).

Ruxandra Obreja, the Consortium Chairman, says that: "Last year we made an exciting announcement and we hope that 2015 IBC will be even better for all those interested in digital sound broadcasting technology. During IBC we hope to demonstrate that DRM is closing the loop between excellent transmitted sound with multimedia services on all frequency bands and reception on state of the art receivers".

Other DRM members present at IBC are: Babcock International, GatesAir, RIZ Transmitters and RFmondial.

If you want to attend the DRM events, please contact: projectoffice@drm.org

[Download the DRM IBC Newsletter Special](#)

About DRM

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



The DRM standard comprises 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.

The DRM Consortium was awarded by ITU for its outstanding contribution to the Telecommunications over the past years and has signed the EBU Smart Radio Memorandum that promotes access to free to air radio on all devices.

For more information and DRM updates please visit www.drm.org or subscribe to DRM news by writing to pressoffice@drm.org. Click [here](#) for the Newsletter with all the latest DRM news from around the world.