



## Press Release

### For Immediate Release:

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### **First India infotainment forum by NXP – in Cooperation with DRM Consortium on DRM Implementation and Rollout**

NXP Semiconductors, the world's largest provider of automotive semiconductors <sup>1</sup>, in collaboration with the DRM Digital Radio Consortium hosted the first annual NXP Cockpit & Infotainment Forum in New Delhi on October 22, 2019.

The event showcased the latest trends and solutions in infotainment systems that advance the in-vehicle experience. It also shared a full view into the development of DRM and the inclusion of DRM receivers in many of the new models on the roads in India. Participants received updates on the All India Radio rollout as well as presentations on how NXP's latest generation of software defined radio facilitates DRM digital radio for Infotainment system architectures. The discussions of aspects of infotainment from radio and audio, processing as well as connectivity gave a unique feel to this newly initiated car top event. A full day of presentations, discussions and demos highlighted the great appetite consumers have for cars that are equipped with the latest technologies to keep them safe, informed and entertained.

The broadcasting and manufacturing industry as well as representatives from key government bodies like TRAI, the Indian regulator embraced the opportunity to share their information and experience. They, in turn, received up-to-date information on the latest developments in the infotainment sector.

"India infotainment and cockpit consumer preferences are changing rapidly. NXP innovations are at the forefront of this technology and aim to deliver best in class in-cabin experience, connectivity and safety. The first annual NXP Cockpit & Infotainment Forum brought key stakeholders of the industry and government together to help drive the adoption of digital radio and world class infotainment in India, said Ashok Chandak," senior director global sales and marketing, NXP Semiconductors.

"NXP has been driving Digital Radio adoption in India and worldwide together with the DRM Consortium. It was a pleasure to see the great progress of DRM receiver deployments in India, along with All India Radio's 39 DRM transmitters operational. This one-of-a-kind event created a new forum for major car OEMs, AIR, TRAI, Tier 1's, and ecosystem partners to join together and address Infotainment solutions that will meet consumer aspirations," commented, Ron Schiffelers, Senior Director - Program management at NXP Semiconductors.

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Ruxandra Obreja, the DRM Chairman, said "The NXP-DRM car event in New Delhi was a great moment where our message was that DRM, whether in AM or FM, is just one standard with the same features and benefits. The demos of DRM for FM showed how DRM can also enhance the performance of the many cars that an increasing number of Indians desire and will own. The collaboration of the different industries and organisations represented at this unique event is a sure way to help them achieve their own goals, maintain and grow the number of car owners, listeners to DRM digital radio."

## About DRM

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

DRM on short, medium and long wave up to 30 MHz provides for the efficient coverage in large areas with at least FM quality, while significantly reducing power consumption. DRM in the FM & VHF bands above 30 MHz enables flexible local and regional broadcaster-controlled services, with up to 3 stereo audio programmes plus multimedia components in half the bandwidth of a single analogue FM signal.

Advanced radio functionality thanks to DRM comprises: More services based on the highly efficient audio codec MPEG xHE-AAC and free-to-air Journaline multi-lingual text information, detailed service signalling, service linking (including to analogue AM/FM services) and DRM EWF – Emergency Warning Functionality. Enhanced DRM features include native Unicode support, station logos via SPI, Slideshow images and traffic and travel information.

The DRM Consortium was awarded by ITU for its outstanding contribution to the Telecommunications sector 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](http://www.drm.org) or subscribe to DRM news by writing to [pressoffice@drm.org](mailto:pressoffice@drm.org).

Go to [www.drm.org/newsletters](http://www.drm.org/newsletters) to subscribe to the general DRM newsletter or the special India Noticeboard with all the latest DRM news.

Notes:

<sup>1</sup> Based on Strategy Analytics Sensor Market Growth 2019



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