



Invitation to membership

Ladies and Gentlemen

The actual radio landscape in Europe is principally marked by public radios with a big, national coverage and by many private radios with a lot of power in their own regions.

These bigger or smaller private radios demand also be involved in the discussion about digitalisation of their distribution signal. Corresponding to their market situation they searched a technical solution, which

- is simple in technology
- can be surveyed in their investments and
- can be calculated in their refinancing.

HD Radio is such a technology. All current field trials in Europe show that HD Radio could be an appropriate completion to DAB+. The success story of HD Radio in the U.S. should now be realised not only in China and Brazil but also in Europe.

For the success of HD Radio in Europe it is absolutely necessary that broadcasters and their industry begin now to show their interested in this technology and in its development.

This is the reason why we founded the "European HD Radio Alliance (EHDRA)".

EHDRA will communicate all knowledge about this technology and will promote the standardisation of HD Radio in Europe. These are the most important preconditions for an implementation of HD Radio in different countries of Europe.

We invite you very kindly to join EHDRA and to be a member of our Alliance. You will support the start of an innovative and suitable technology and help to maintain the great variety of the radio landscape in Europe also in the age of digitalisation.

We recommend you also a further donation for a definite project of the work of EHDRA.

You will find the membership form attached to this letter. For all other questions the Chairman or one of the Members of the Executive Committee will be pleased to be at your disposal.

European HD Radio Alliance EHDRA

A handwritten signature in black ink, appearing to read 'Jörg Bachmann'.

Jürg Bachmann
Chairman
juerg.bachmann@goldbachmedia.ch

Perry Priestley
Treasurer
perry.priestley@ibiquity.com

Zurich (Switzerland), December 21, 2007



 EHDRA  european alliance

Freudenbergstrasse 11, CH-8044 Zürich, Zürcher Kantonalbank, cto. 1300-00670.243