

HD Radio™ - field trial in Switzerland

HD Radio™. Days 4th/5th October 2007 in Lucerne

Media Release

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HD-Radio™: field trials with multi-platform test vehicle

The future of radio is digital. Looking ahead, experts agree that not just one, but several digital broadcasting systems will be in operation. So the initiators of the HD-Radio™ field trial in Switzerland are currently testing a BMW car equipped to receive HD-Radio™ as well as DAB and regular FM broadcasts.

HD-Radio™ goes mobile

Thanks to a new sponsor, BMW, interested groups can hear for themselves the benefits of digital radio reception in a 7-series BMW car fitted out not only with DAB, but HD-Radio™ as well. The HD-Radio™ signals are broadcast from an existing transmitter located in central Switzerland, and they deliver surprisingly good results under difficult frequency and topographical conditions.

Good progress in digital radio trials with regional radio stations

A widespread HD-Radio™ field trial got underway in Switzerland in March 2006. It is now entering a second phase, which will include starting up an HD-Radio™ translator for the Lucerne region. Initiator of the Swiss field trial is Markus Ruoss, who is upbeat about developments: "A lively stream of HD-Radio™ 'tourists' has been visiting central Switzerland ever since the start of HD radio broadcasts from Lucerne in June 2006. Various equipment manufacturers, mainly suppliers to the automotive industry, come to Switzerland and test their HD-Radio™ sets here. Government and industry association representatives from neighbouring countries likewise make the journey to learn how HD-Radio™ works under laboratory and field conditions."

The march of digital radio in Europe

Europe is witnessing a clear turnaround where radio's going-digital is concerned. Many quarters now appreciate that there are economic reasons why local and regional broadcasters require a different digital solution from their national counterparts: DAB+ for region-wide broadcasting in a given language, and digitised FM (HD-Radio™) for local/regional programmes. Next to HD-Radio™, two other options (DRM+ und FMExtra) are currently under test as "digital upgrades" to established FM technology.

Second international HD-Radio™ Days in Lucerne

The second HD-Radio™ Days are taking place in Lucerne (Hotel Radisson SAS Lakefront) on 4+5 October 2007. The event will include a presentation of the final report on the HD-Radio™ field trial. A variety of test vehicles will be on hand, so participants can drive around and test the benefits of HD-Radio™ technology for themselves. Separate workshops will demonstrate a frequency assignment simulation, plus a wide selection of receiving equipment. A detailed event programme and registration terms will be posted in August on www.hd-radio.ch.

For further information and pictures: <http://www.hdradio.ch/mediacorner/7erbmw/index.html>

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HD-Radio™ (High Definition Radio) is a digital broadcasting technique that features extensive compatibility with conventional analogue VHF/FM technology. Regular VHF broadcasts are supplemented by a signal on the same frequency that duplicates the programme material in digital form. As matters currently stand, FM-HD-Radio represents the most promising, low-cost approach to going-digital for local and regional single-programme broadcasters. Visit www.hd-radio.ch for further information about the HD-Radio™ field trial in Switzerland. HD-Radio™ is a registered trademark of Ibiqity.

Ruoss AG is a specialised electronic media-consulting firm based in Rotkreuz/Switzerland. The services it provides include: consultation and planning for VHF/FM broadcasting, in particular special applications like co-channel operation and unusual reception conditions, market observation studies concerning CATV / communication / new media including DAB, DVB-T, internet, and UMTS. Ruoss AG is owned by Markus Ruoss, who is also the majority shareholder in Radio Sunshine.