



## Press Release

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### First General Assembly in the Asia-Pacific Region

The DRM Consortium will hold its 23rd annual General Assembly Meeting on the 7<sup>th</sup> - 8<sup>th</sup> March 2011 at the Hotel Istana, Kuala Lumpur. This will be the first time that DRM has held its key internal meeting in the Asia - Pacific region.

The General Assembly is the largest decision-making body of the DRM Consortium. It meets once a year to oversee the Consortium's activities and progress made in spreading knowledge on the use and implementation of DRM digital radio technology. The two day conference (7th-8th March 2011) will be attended by many DRM members and supporters from around the world who will not only review the work that has been undertaken, but will discuss the progress of DRM technology and the challenges faced when introducing digital radio.

Sharad Sadhu, Director of the ABU Technical Department says, "The radio broadcasters in the Asia-Pacific can look forward to reaping immense benefits by implementing digital services. In that effort, the DRM and DRM+ technologies are poised to play a pivotal role, more so where the broadcasters plan to cover large areas"

Ruxandra Obreja, DRM Consortium Chairman added, "We will use the opportunity of being hosted by the ABU right on the eve of the Digital Broadcasting Symposium to give our members a deeper understanding of the Asian market and its particular challenge on its way to digitalization"

At the end of the General Assembly, the DRM Consortium hopes to meet many DRM members and friends at a networking event organized just before Digital Broadcasting Symposium (8<sup>th</sup>- 11<sup>th</sup> March 2011).

### About DRM

Digital Radio Mondiale™ (DRM) is the universal, openly standardised digital broadcasting system for all broadcasting frequencies up to 174MHz, including LW, MW, SW, band I and II (FM band). DRM provides digital sound quality and the ease-of-use that comes from digital radio, combined with a wealth of enhanced features: Surround Sound, Journaline text information, Slideshow, EPG, and data services. DRM on short, medium and long wave for broadcasting bands up to 30 MHz (called 'DRM30') provides large coverage areas and low power consumption. The enhancement of the DRM standard for broadcast frequencies above 30 MHz ('DRM+') uses the same audio coding, data services, multiplexing and signaling schemes as DRM30 but introduces an additional transmission mode optimized for those bands.

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