



News Release

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Contact: Siriol Evans, DRM, pressoffice@drm.org

SR International/Radio Sweden to Showcase its DRM Broadcasts as the DRM Consortium Meets in Stockholm

Press Conference Scheduled at 11:00, Monday, 13th June

Stockholm – DRM member SR International/Radio Sweden will showcase its use of the DRM™ on-air system in a June 13th press conference, in a week in which it joins Swedish Radio in hosting the board meetings of the Digital Radio Mondiale™ consortium. This spring, Radio Sweden started sending DRM test transmissions into Europe from its transmitter in Hörby, Sweden, in cooperation with Teracom and DRM member Coding Technologies GmbH. Radio Sweden's DRM programs in English and German are also rebroadcast via Radio Netherlands and Radio Canada International (RCI) into Europe and North America. The press conference will feature Gundula Adolfsson, head of Radio Sweden, and DRM Chairman Peter Senger (COO, Deutsche Welle). It will take place at 11:00 on Monday, June 13th at Radiohuset, Oxenstiernsgatan 20, Studio 5.

Swedish Radio is Sweden's public broadcaster. Its multicultural branch called SR International provides programs in several languages to immigrant communities within Sweden, as well as overseas audiences. The overseas service is called Radio Sweden. DRM is a non-proprietary digital system, which has been endorsed by the ITU, IEC and ETSI for short-wave, medium-wave/AM and long-wave.

Swedish Radio and SR International/Radio Sweden will host DRM's quarterly board meetings in Stockholm from June 14-16. The DRM consortium has 89 members from 29 countries.

"Radio Sweden has shown a keen interest in DRM's development in recent years, since we are convinced that the future of overseas broadcasting is digital," says Gundula Adolfsson. "Our DRM programs have excellent audio quality, which has been confirmed to us by listeners in Germany and Switzerland."

DRM Chairman Peter Senger welcomed Radio Sweden's use of DRM, saying, "Leading broadcasters in markets across the globe have begun DRM transmissions, and we are delighted that SR International/Radio Sweden is involved in DRM's success. We look forward to discussing DRM's future plans with our colleagues in Stockholm in June."

About SR International/Radio Sweden

Swedish Radio is Sweden's public broadcaster. Its multicultural and international branch called SR International provides programs in several languages to immigrant communities within Sweden, as well as overseas audiences. Its overseas service is known as Radio Sweden.

Radio Sweden's broadcasts are in Swedish, English, German, Russian, Estonian and Latvian.

About DRM

DRM revitalizes radio with clear, FM-like audio quality and excellent reception, free from static, fading and interference. While DRM currently covers short-wave, medium-wave/AM and long-wave, the consortium recently voted to begin the process of extending its system into the broadcasting bands up to 120 MHz. This will enhance the range of non-proprietary, digital radio solutions offered worldwide by the DRM consortium and the World DAB Forum, which work together on projects of mutual interest. In January, DRM members Texas Instruments Incorporated (TI) and RadioScape made the landmark announcement that they are developing software and hardware to support the design of cost-effective DRM consumer receivers. This accelerates the timeline for development of a range of DRM consumer receivers. DRM's European commercial launch will take place later this year.

DRM Members

Commercial Radio Australia (Australia); TDP (Belgium); Nautel Ltd., Radio Canada International/CBC (Canada); Academy of Broadcasting Science of China, Communications University of China (China); RIZ Transmitters (Croatia); HFCC (Czech Republic); ESPOL, HCJB World Radio (Ecuador); Digita Oy, Kymenlaakso Polytechnik (Finland); CCETT, DRF Committee, Radio France, Radio France Internationale, TDF, Thales Broadcast & Multimedia (France); ADDX, APR, Atmel Germany GmbH, Coding Technologies GmbH, Deutsche Welle, DeutschlandRadio, DLM, Sender Europa 1, Fraunhofer IIS, Georg-Simon-Ohm – University of Applied Sciences Nuremberg, Harman/Becker Automotive Systems GmbH, IZT, IRT, Medienanstalt Sachsen-Anhalt/Digitaler Rundfunk Sachsen-Anhalt, Micronas GmbH, Nero AG, Robert Bosch GmbH, Sony International Europe, SWR Südwestrundfunk, TELEFUNKEN SenderSysteme Berlin AG, T-Systems International GmbH, University of Applied Sciences - FH Merseburg, University of Hannover, University of Ulm, VPRT (Germany); Antenna Hungaria, National Communications Authority Hungary (Hungary); Basamad College, Tehran (Iran); Hitachi Kokusai Electric Ltd., NHK (Japan); Libyan Jamahiriya Broadcasting (Libya); Broadcasting Centre Europe, RTL Group (Luxembourg); Asia Pacific Broadcasting Union (Malaysia); Agentschap Telecom, Nozema, Radio Netherlands, Technical University Delft (Netherlands); Radio New Zealand International (New Zealand); Voice of Nigeria (Nigeria); Telenor/Norkring (Norway); Radiodifusao Portuguesa (Portugal); RTRN/Voice of Russia (Russia); Government of Catalonia, Universidad del Pais Vasco, (Spain); SR International/Radio Sweden (Sweden); EBU, International Committee of the Red Cross, ITU (Switzerland); Arab States Broadcasting Union (Tunisia); BBC, Christian Vision, Digital One Ltd., Imagination Technologies Ltd., QinetiQ, RadioScape Ltd., VT Communications, WRN (U.K.); Broadcast Electronics, Inc., Dolby Laboratories Incorporated, Dolby Laboratories Licensing Corporation, Continental Electronics Corporation, Harris Corporation, Broadcast Communications Division, IBB/VOA, Kintronic Laboratories, Inc., National Association of Short-wave Broadcasters, Sangean America, Inc., TCI International, Inc., Texas Instruments Incorporated; Via Licensing Corporation (U.S.A.); and Vatican Radio (Vatican City).

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