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PRESS RELEASE

Visit us at 2008 CeBIT
4th-9th March, Hannover, Germany
Hall 26, Stand A59

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SWR and TTP to revolutionise digital radio in Germany

'Future Radio' project to power radio into the mobile age by enabling multimedia-DAB on any mobile phone

Melbourn Science Park, UK, 4th March 2008. SWR has selected The Technology Partnership (TTP) to join the 'Future Radio' project which will trial innovative new visual interactive radio services in Germany. The 'Future Radio' project will start its first trial in Stuttgart this summer. SWR and TTP will present the aims of the 'Future Radio' project to broadcasters and operators at CeBIT in Hannover, 4th-9th March 2008.

Under the 'Future Radio' project SWR and TTP will work to define an open service delivery specification that enables new visual, interactive and download services on any digital radio receiver. These services will enable mobile phone users to listen to digital radio and to view, navigate and store visual content, such as images, slides, weather information, music tracks and podcasts which are broadcast in association with radio stations.

TTP's nanoDAB™ accessory, the world's first Bluetooth headset accessory with built-in DAB digital radio, and mobile phone software will provide the test platform for the trial. nanoDAB™ was publicly unveiled at Mobile World Congress in Barcelona a few weeks ago where it received excellent feedback from both broadcasters and mobile operators.

Martin Orrell, General Manager, Digital Media at TTP commented: "German digital radio services have thus far struggled to reach the mass audience but TTP believes that SWR is the pioneer to make this happen, much like the BBC did in the UK, by adding digital-only radio content. SWR has the vision and innovation to drive delivery to Germany's critical younger audience and this will also lead to new revenue opportunities for commercial broadcasters. A key vehicle for this will be our nanoDAB™ Bluetooth and DAB hands-free mobile phone accessory."

Bernhard Hermann, SWR Director of Radio Programmes commented: "A radical rethink of digital radio services is required to captivate the younger audience and penetrate mass market appeal in the future. The 'Future Radio' project aims to do this by giving 500 young



trialists the ability to give feedback on what content is engaging to them and how it should be delivered. Where as traditional radio is normally a one-way medium with occasional feedback our trial aims to actively encourage users take part in creating exciting services.”

The team believes visual, interactive and rich multimedia services will stimulate the evolving listening habits of young consumers and will help position digital radio on mobiles as a viable broadcast medium offering new areas for public service broadcasters and their wealth of public value content as well as revenue opportunities for commercial radio stations and network operators, who can offer their commercial services. These will include mass advertising through downloadable special offers and coupons, as well as a range of value-added content services requiring user interaction, for example competitions, music charts, shopping, voting and user generated content.”

SWR and TTP will be in hall 26, stand A59 at CeBIT in Hannover, 4th-9th March 2008.

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Editor's notes:

A high-resolution image of the nanoDAB™ accessory is available to download from:

<http://www.eml.com/images/ttp11.jpg>

High resolution screenshots of SWR's visual interactive radio services are available to download from:

<http://www.eml.com/images/ttp12.jpg> and <http://www.eml.com/images/ttp13.jpg>



About TTP and its Digital Media technologies

TTP is Europe's leading independent product and technology development and licensing company providing software, intellectual property and hardware services. Its nanoDAB™ digital broadcast technology includes both DAB radio & data services and supports the main open broadcast standards for delivering multimedia to mobile devices - using Bluetooth. It is completely independent of mobile phone hardware - making it suitable for all major markets around the world where spectrum is available. nanoDAB™ is part of TTP's digital multimedia platform that allows content to be delivered in broadcast or point-to-point form in a seamless manner to connected devices 'anywhere any time'.

For more information visit www.ttp.com

About SWR

Südwestrundfunk ("Southwest Broadcasting") is a public broadcasting company for the southwest of Germany, specifically the states of Baden-Württemberg and Rhineland-Palatinate. SWR is an affiliate belonging to the ARD group. It includes two TV stations and several radio stations.

SWR covers an area of 55,600 square kilometers, and reaches an estimated 14.7 million residents. SWR employs 3,700 members of staff in its various offices and facilities.

For more information mail to futureradio@swr.de

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4th March 2008