



Press Release

Erlangen,
August 31, 2007

Fraunhofer DRM ContentServer™ with DRM Announcement Feature

Fraunhofer DRM ContentServer supports distribution of warning and alarm messages via Digital Radio Mondiale.

Today, Fraunhofer Institute for Integrated Circuits IIS announces availability of the DRM Announcement Feature in its professional encoder and broadcast solution Fraunhofer DRM ContentServer R4 as well as the Fraunhofer DRM Developer Solution. Fraunhofer IIS presents both solutions at IFA Berlin in hall 5.3, booth 15, and at IBC Amsterdam together with TRANSRADIO SenderSysteme Berlin AG in hall 8, stand 8.528.

The DRM Announcement Feature allows broadcasters to mark specific audio content while it is being broadcasted, e.g. traffic news, news flashes and weather flashes. Many listeners are already familiar with such a service from analog or Digital Radio DAB.

In addition, a special warning or alarm signal can be issued. In case of emergencies, the receiver can be ordered to tune to a defined DRM service, an alternative frequency, or even another broadcast system like analog radio or DAB. As DRM can cover huge areas with one broadcast signal, this feature enables the robust distribution of warning and alarm messages, for instance, in case of upcoming natural disasters.

The implementation of the DRM Announcement Feature in Fraunhofer DRM ContentServer R4 allows to signal all standardized and proprietary announcement types.

The DRM Announcement Feature is immediately available for both broadcasters already using the Fraunhofer DRM Con-

Fraunhofer Institute for Integrated Circuits IIS

Am Wolfsmantel 33
91058 Erlangen, Germany

Executive Director
Prof. Dr.-Ing. Heinz Gerhäuser
Director
Prof. Dr.-Ing. Günter Elst

Contact
Matthias Rose
Phone +49 (0) 91 31/7 76-30 11
Fax +49 (0) 91 31/7 76-3 99
amm-info@iis.fraunhofer.de
www.iis.fraunhofer.de

Public Relations
Marc Briele
Phone +49 (0) 91 31/7 76-16 30
Fax +49 (0) 91 31/7 76-16 49
presse@iis.fraunhofer.de
www.iis.fraunhofer.de



Press Release

Erlangen,
August 31, 2007

tentServer R4, as well as receiver manufacturers and system testers using the Fraunhofer DRM Developer Solution.

The Fraunhofer DRM ContentServer R4 is available for licensing from Fraunhofer IIS. Full solutions including all required hardware components and extended customer support services can be obtained from Fraunhofer's cooperation partners, including TRANSRADIO SenderSysteme Berlin AG (www.tsb-ag.de), BMT Bayerische Medien Technik GmbH (www.bmt-online.de), AVT Audio Video Technologies GmbH (www.avt-nbg.de), Vision Telecom Corp. (www.visiontel.co.kr), PI International (www.piinternational.co.kr), VAD GmbH (www.vadgmbh.de), and Thomson Broadcast & Multimedia AG (www.thomson-bm.ch).

For more information, please visit
www.iis.fraunhofer.de/broadcast

**Fraunhofer Institute for
Integrated Circuits IIS**

Am Wolfsmantel 33
91058 Erlangen, Germany

Executive Director
Prof. Dr.-Ing. Heinz Gerhäuser
Director
Prof. Dr.-Ing. Günter Elst

Contact
Matthias Rose
Phone +49 (0) 91 31/7 76-30 11
Fax +49 (0) 91 31/7 76-3 99
amm-info@iis.fraunhofer.de
www.iis.fraunhofer.de

Public Relations
Marc Briele
Phone +49 (0) 91 31/7 76-16 30
Fax +49 (0) 91 31/7 76-16 49
presse@iis.fraunhofer.de
www.iis.fraunhofer.de

Founded in 1985 the Fraunhofer Institute for Integrated Circuits IIS in Erlangen, today with 480 staff members, ranks first among the Fraunhofer Institutes concerning headcount and revenues. With the development of the audio coding method MP3, Fraunhofer IIS has reached worldwide recognition.

It provides research services on contract basis and technology licensing. The research topics are: Audio and video source coding, multimedia realtime systems, digital radio broadcasting and digital cinema systems, integrated circuits and sensor systems, design automation, wireless, wired and optical networks, localization and navigation, imaging systems and nanofocus X-ray technology, high-speed cameras, medical sensor solutions and communications technology in transport and logistics.

The budget of 58 million Euro is mainly financed by projects from industry, the service sector and public authorities. Less than 20 percent of the budget is subsidized by federal and state funds.