Press Release

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-

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Fraunhofer **Institut**
Integrierte Schaltungen

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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

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