



Press Release

Erlangen,
March 15, 2007

Premiere:

NewsService Journaline® live “on air” with In-Car Presentation

Visit us at CeBIT 2007 in Hannover:
Fraunhofer-booth B36 in hall 9

Fraunhofer Institute for Integrated Circuits IIS and Audi are presenting at CeBIT in hall 9, booth B36, the first live in-car reception of NewsService Journaline®. This demonstrates, for the first time, a complete real-time transmission chain of the service over Digital Radio DAB (Digital Audio Broadcasting).

The real-time transmission chain consists of the new “Fraunhofer Multimedia DataServer™ for DAB R4” by Fraunhofer IIS and DAB receiver technology by ATMEL. The Fraunhofer Multimedia DataServer automatically aggregates content for NewsService Journaline® and transmits it using DAB.

NewsService Journaline® is the basis of Audi news service. This “teletext for radio” provides continuously updated information for immediate access. The driver can simply choose text news sorted by topics from a hierarchically organized menu. A text-to-speech system installed in the car then presents the text messages previously transmitted over DAB. The service can be managed using the Audi MMI (multimedia interface). It is also easy to personalize the system: Based on individual preferences, the system chooses only the news that are of interest to the driver. Topics of specific interest can also be bookmarked for an easy and direct access in future.

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The range of information can be manifold. It consists of e. g. latest news and news related to the radio program. The sys-



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NewsService Journaline®:

The text based information service allows the user to easily navigate through text messages, which are hierarchically organized in menus. NewsService Journaline® is highly optimized for an efficient transmission in the digital radio systems DAB as well as Drm (Digital Radio Mondiale). International broadcast stations have been providing this service to their listeners for years. It can be accessed with almost any of today's PC based Drm receivers.

Digital Radio DAB at Audi:

Already since 2005 Audi lives up to its image of technological leadership and offers the innovative digital radio technology DAB (Digital Audio Broadcasting) to its customers. Digital Radio allows the reception of a great range of programs in CD like quality. Currently DAB radio receivers can be ordered for the Audi models Audi A6/S6, A8/S8 and Audi Q7. Already today, every third A8 in Germany comes with DAB.

Further Information:

www.journaline.info
www.iis.fraunhofer.de
www.audi.de

www.ard-text.de
www.atmel.com
www.cio.de
www.deutsche-welle.de
www.digitalradio.de
www.digitalradio-nord.de
www.ndr.de
www.optasportdaten.de
www.sz-content.de

tem is able to offer long news texts as well as automatically updated short news. For CeBIT demo, content is provided by ARD-Text, CIO Magazin, Deutsche Welle, NDR, Opta Sportsdata, Süddeutsche Zeitung and Audi. Transmission over Digital Radio DAB is carried out in collaboration with Digital Radio Nord.

After a test phase in Germany, Audi will decide about introducing the service based on customer reaction.

Founded in 1985, the Fraunhofer Institute for Integrated Circuits IIS in Erlangen, ranks first in employees and revenues among the Fraunhofer Institutes with its 480 staff members.

Fraunhofer IIS has achieved worldwide recognition for the development of the audio coding method mp3.

Fraunhofer IIS provides research services on a contract basis and licenses technology in the areas of 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.

Its budget of 58 million Euro is financed primarily by projects from industry and public institutions, with less than 20 percent subsidized by state and federal funds.

For more information visit www.iis.fraunhofer.de/amm.