



# Press Release

Erlangen,  
August 8, 2008



**Audi**



## Digital Broadcasting Information Service "Journaline" Demonstrated for the First Time in Multiplatform Implementation at Olympic Games 2008

To support the increased need for information at the 2008 Summer Olympics in China, the new text-based Digital Radio information service "Journaline" delivers added value to the listener. Integrated into selected Audi shuttle vehicles used in Beijing, this service provides passengers and drivers with up-to-date information in the form of a "sports and news ticker".

With the Journaline data service, users can access current news information and track live sporting results directly from an in-car module with text-to-speech presentation or from a portable receiver with text presentation. The information delivery model of the Journaline news service is functionally similar to an electronic magazine or standard teletext.

The Journaline data service is based on a standard that was internationally accepted by the WorldDMB forum in September 2007 and is available from ETSI as a free download. The data service is currently broadcast as part of DAB/DMB and DRM digital radio transmissions. At the same time, it is suitable for virtually any broadcast platform due to its low data-capacity consumption – a key goal of the system's development. With Journaline's hierarchical topic structure, users can browse all received information – both program-related and program-independent textual information – and select their favorite news items.

The Journaline project partners include Audi, Fraunhofer IIS, Thomson, NXP Semiconductors, Atmel, and Microtune.

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## **Fraunhofer IIS**

Founded in 1985 the Fraunhofer Institute for Integrated Circuits IIS in Erlangen, today with 585 staff members, ranks first among the Fraunhofer Institutes concerning headcount and revenues. As the inventor of mp3 and co-inventor of the MPEG AAC audio coding standard, 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. For more information, please visit <http://www.iis.fraunhofer.de/broadcast>.

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## **Audi:**

<http://www.audi.com/>

**NXP** is a top 10 semiconductor company founded by Philips more than 50 years ago. Headquartered in Europe, the company has 37,000 employees working in more than 20 countries and posted sales of USD 6.3 billion in 2007. NXP creates semiconductors, system solutions and software that deliver better sensory experiences in mobile phones, personal media players, TVs, set-top boxes, identification applications, cars and a wide range of other electronic devices. News from NXP is located at <http://www.nxp.com>.

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**Atmel®** is a worldwide leader in the design and manufacture of microcontrollers, advanced logic, mixed-signal, nonvolatile memory and radio frequency (RF) components. Leveraging one of the industry's broadest intellectual property (IP) technology portfolios, Atmel is able to provide the electronics industry with complete system solutions focused on consumer, industrial, security, communications, computing and automotive markets. More information on Atmel's products can be found at <http://www.atmel.com>.

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**Thomson** provides technology, services, and systems to help its Media, Entertainment & Communications clients – content creators, content distributors and users of its technology – realize their business goals and optimize their performance in a rapidly changing technology environment. For more information: <http://www.thomson.net>.

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**Microtune, Inc.** is a silicon and subsystems company that designs and markets radio frequency (RF) solutions for the worldwide consumer electronics and automotive electronics markets. Inventor of the MicroTuner(TM) single-chip broadband tuner, Microtune offers a portfolio of advanced tuner, amplifier, and upconverter products that enable the delivery of information and entertainment across new classes of consumer electronics devices. The Company currently holds 80 U.S. patents for its technology. Founded in 1996, Microtune is headquartered in Plano, Texas, with key design and sales centers located around the world. The website is <http://www.microtune.com>.

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**For more information on Journaline, see [www.journaline.info](http://www.journaline.info)**

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