

#### **RECEIVER PROFILES**

# Joan Warner Chief Executive Officer



World DMB Steering Committee Geneva, Switzerland



#### **Benefits**

- 3 Receiver Profiles
- Addresses varied modes of use and consumer appeal
- Broadcasters know precisely what content is supported by each receiver type
- Receiver Profiles define minimum required features of a digital radio
- Manufacturers can add features i.e. Profiles are not restrictive
- Profiles fit with manufacturing capability



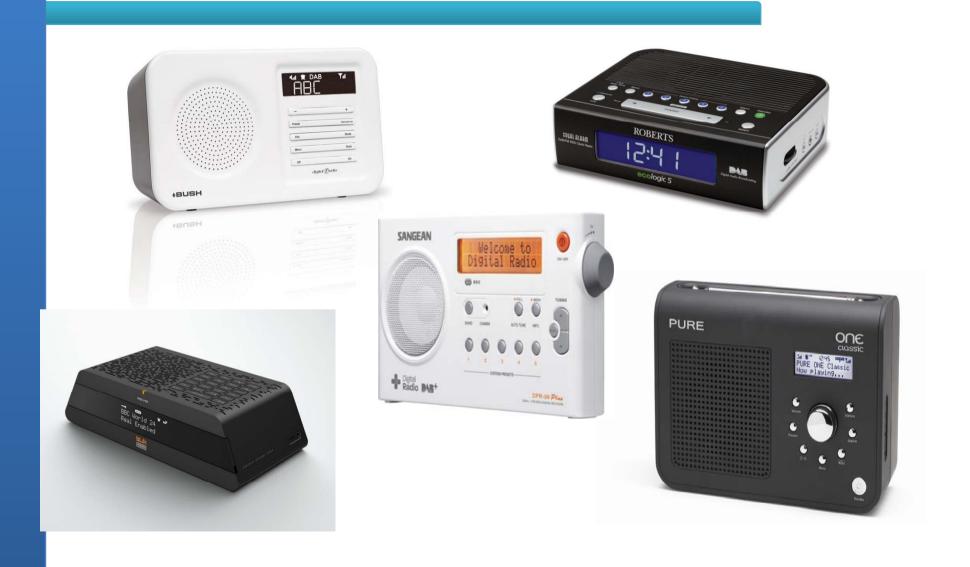
#### PROFILE 1

Standard Radio Receiver
Table-top/bedside/pocket/in-car
Simple text screen

- Receivers DAB, DAB+ and DMB
- Displays scrolling text
- Mass market receivers



## Standard Radio Reciever





#### PROFILE 2

Rich Media Radio Receiver

Colour screen

- Slideshow, BIFS
- Advanced text
- EPG, TPEG



## Rich Media Receiver











#### PROFILE 3

Advanced Multimedia Receiver Decodes DAB, DAB+ and DMB

- DMB Video
- BIFS, EPG, TPEG



# Advanced Multimedia Receiver



















### Radio as you know it...PLUS

