



1 September 2012

for immediate release

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## **VDL and Sumatronic selected to supply DAB<sup>+</sup> Head-end equipment to SwissMediaCast for 7 New Regional Digital Radio Networks in Switzerland**

SwissMediaCast AG (Wangen SZ, Switzerland) has chosen VDL (Lyon, France) and Sumatronic AG (Unterägeri, Switzerland) to supply DAB<sup>+</sup> Encoding, Multiplexing Head-end systems, plus installation and support services. The selection was made following extensive commercial and technical evaluations.

SwissMediaCast will roll-out a total of 7 regional DAB<sup>+</sup> networks by 2015 for the 3<sup>rd</sup> DAB-Layer in the German-speaking part of Switzerland. The first network will be on-air from 1<sup>st</sup> December 2012 and will cover the Zurich, Aargau, Schaffhausen and Glarus areas.

VDL's Swiss partner, Sumatronic AG, played a major role in SwissMediaCast's decision to use VDL Head-end equipment, due to their extensive broadcast systems experience, technical competence and local support capabilities.

The VDL DAB<sup>+</sup> Multiplexers will be located at a new Playout Centre in Zurich. The 12 DAB<sup>+</sup> Audio Encoders will be located at the radio stations studios and connected to the Playout Centre via dedicated IP networks.

Hans Strassmann, CTO of SwissMediaCast commented: "VDL was able to provide excellent international references, while Sumatronic has the experience and capability to provide the best possible service to SwissMediaCast. So, we have both a technically advanced and very cost-effective solution for our customers and our Company. In the next 2-3 years, seven regional DAB<sup>+</sup> networks in the entire German-speaking area of Switzerland will be built. The first DAB<sup>+</sup> Allotment (regional network Zurich, Aargau, Schaffhausen, Glarus) is already under construction and will be on air from 1 December 2012. This also marks the beginning of the DAB<sup>+</sup> broadcast of the SRG's DRS radio regional news programmes."



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### Note for Editors



Since October 2009, SwissMediaCast (SMC) has operated the second DAB+ Layer in the German speaking area of Switzerland. In April 2012, Switzerland's Federal Office of Communications (Bakom) awarded SwissMediaCast (SMC) a second radio licence to operate an additional digital DAB+ transmitter network with regional allotments.

The network consists of seven coverage areas in German-speaking Switzerland and enables the radio stations to target their programme services at a regional audience. Furthermore, the SRG SSR will also be able to transmit its regional news programmes in digital form.

Construction has already commenced. SMC will launch the first regional network in the Zurich-Aargau-Schaffhausen-Glarus area in December 2012.

Under the terms of the new licence, SMC must roll-out two further regions per year.

Programmes on the new DAB+ network will be available across the whole of German-speaking Switzerland in the next few years.

Sales of DAB+ radio receivers in Switzerland are increasing and shortly expected to reach 1 million, with approximately 25 percent of all Swiss homes able to receive DAB+ programmes.



The above map shows the 7 German-speaking Regions of Switzerland that are included in SwissMediaCast's Layer 03 Radio Licence. The highlighted area shows the first Region (Zurich - Aargau - Schaffhausen - Glarus).



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#### About VDL



**VDL** are an international Group of companies that delivers broadcasting technologies for Radio, Mobile TV and Network Providers. The Group is in the unique position to offer innovative solutions to its customers as both an experienced broadcaster and an equipment manufacturer.

Founded in 1984 in Lyon, France, VDL have become a leader in the field of radio broadcasting technology. Areas of expertise include: Digital radio network provider, Digital Audio Broadcasting (DAB/DAB+) and Digital multimedia broadcasting (DMB) equipment manufacturer, FM broadcasting network operation and maintenance, plus public transport information systems.

VDL have built a strong reputation and extensive field experience from the supply, installation and support of equipment for FM and Digital radio transmission, as well as technical expertise in commercial radio applications. The VDL Group produces a range of head-end and monitoring products for DAB, DAB+ and DMB applications world-wide.

VDL's complete broadcasting solution covers the whole digital audio/multimedia broadcasting signal chain, from audio, video and data encoding, multiplexing and logging, to signal monitoring and analysis products, offering the best technologies, products, prices and support.

#### About Sumatronic



Sumatronic AG. was founded in 1987. The Company is located in Unteraegeri, Canton of Zug in Switzerland.

Sumatronic has a whole series of professional DAB broadcast products. This includes a well-rounded range of measuring and monitoring devices, but also the equipment for the DAB treatment (playout) and transmission.

The Company offers the best services and products, which are optimal to customer requirements. Services include consulting, turn-key project including planning, installation, starting the operation and customer guidance.

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