

Friday 18 October

DAB+ Digital Radio at Australian Audio and AV Show

Representatives from Commercial Radio Australia (CRA) will present the benefits of DAB+ digital radio at the Australian Audio and AV Show today at the Intercontinental Hotel, Melbourne. Now in its third year, the Australian Audio and AV Show runs until Sunday, and features over 70 exhibitors showcasing the cutting edge of audio and entertainment technology to its 7000 attendees.

The session, "DAB+ Digital Radio – Experience the Difference", will present the latest news and information on DAB+ digital radio in Australia and overseas. It will explain why audiences are enjoying the digital quality sound, choice of stations, and new features of digital radio, and why they will appreciate the new interactive capabilities coming soon. The presentation will be repeated tomorrow morning, and a DAB+ stand will be available to visit for the duration of the show.

Commercial Radio Australia chief executive officer, Joan Warner, said: "Countries all over the world continue to adopt DAB+ as their digital radio standard, particularly in Asia, with Indonesia planning to trial the technology in 2014. The Australian Audio and AV Show presents an opportunity to speak to people who have a keen appreciation for the best audio technology on offer."

More than 1.3 million DAB+ digital radio units have been sold since 2009, with Q3 sales figures due for release at the end of the month. There are now more than 140 DAB+ devices available, with the average sales price per unit dropping more than 25% since the end of 2011, according to the GfK Marketscope Report.

Today's presentation follows an in-vehicle DAB+ demonstration at the National Radio Conference in Brisbane last Friday, where delegates were given access to a Ford Kuga and Mercedes-Benz E400 Cabriolet, to experience the benefits of digital radio firsthand.

Ten Australian vehicle manufacturers now include DAB+ digital radio as standard or an option in selected vehicles: Ford, Mercedes, Land Rover, Toyota, Lexus, BMW, Audi, Hino, Jaguar and Isuzu Trucks.

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Digital Radio Plus is on [Facebook](#) and [Twitter](#).

For further information on digital radio visit: www.digitalradioplus.com.au

GfK Marketscope Report Q2 2013.

Source: The Nielsen Company Radio Ratings, Survey #6, 2013 All People 10+. Mon-Sun 12:00 am to 12 am.