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# **DAB+ Receivers**

**WorldDMB Forum General Assembly 2007**

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**PURE**  
World Leaders in DAB digital radio

## DAB+ from the receiver manufacturer perspective...

- **Added development time**

- At least for vanguard manufacturers (PURE, Frontier Silicon...)

- **Added cost**

- \$1.26 AAC royalty

- \$0.10-\$0.15 parametric stereo royalty

- ~\$1.00 for extra memory

- ~\$0.30 in extra PCB costs

- **A total of ~\$2.50**

- **Equivalent to ~£5-10 on the price of a radio**

## So why bother?

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**Because it is not possible to  
remain a big fish in a small pond**

**We (and other manufacturers)  
need a global market**

# DAB+ upgradeable receivers by the end of 2007

## ↘ Siesta

- ↘ £49.99 clock radio
- ↘ Already shipping in volume in the UK
- ↘ Likely to be the best-selling clock radio in the UK this Christmas



## ↘ Chronos II

- ↘ £69.99 clock radio
- ↘ Will start to ship in 2 weeks
- ↘ Currently the 2<sup>nd</sup> best-selling DAB clock radio in the UK



## ↘ Highway

- ↘ Not yet publicly announced
- ↘ Affordable in-car adapter



# DAB+ upgradeable receivers by end 2008

## DAB Contemporary



ONE

Flan DX40

Flan RV40

Bug TOO

ASIS

Marshall Edit

## DAB - Bedside



SONUS-1XT

TEMPUS-1XT

TEMPUS-1S

CHRONOS

CHRONOS CD

SIESTA

## DAB Traditional - Kitchen



EVOKE-1XT  
CHRONOS iDock

EVOKE-1XT  
Tri-Band

EVOKE-1XT  
Prestige

EVOKE-1XT

## DAB Traditional - Premium



EVOKE-2XT

EVOKE-3

## DAB Handheld



PocketDAB 1500

## Small Stereo DAB



Move

## DAB Micro-System



DMX-25

DTM-300

DMX-60

LEGATO II

## PURE Accessories



ChargePAK E1

80% of PURE product range

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## **PURE's DAB+ schedule**

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- ↘ **1 DAB+ upgradeable product already on the market**
- ↘ **3 DAB+ upgradeable products by the end of 2007**
- ↘ **80% of product range to be DAB+ upgradeable or DAB+ as standard by end of 2008**
  
- ↘ **DAB+ software ready for trials in less than 2 weeks**
- ↘ **DAB+ software released by end May 2008 and available as an upgrade**
- ↘ **DAB+ enabled products ready to ship to DAB+ countries by June 2008**

**PURE is 100% committed to supporting the rollout of DAB+ worldwide**

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**Thank you**

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