DAB+ Receivers

WorldDMB Forum General Assembly 2007

Colin Crawford
Director of Marketing, PURE Digital



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
- \mathbf{y} Equivalent to \sim £5-10 on the price of a radio



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

We (and other manufacturers) need a <u>global</u> market



DAB+ upgradeable receivers by the end of 2007

y 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

u Chronos II

- ¥ £69.99 clock radio
- Will start to ship in 2 weeks
- Currently the 2nd best-selling DAB clock radio in the UK

Highway

- Not yet publicly announced
- Affordable in-car adapter





DAB+ upgradeable receivers by end 2008



DAB Micro-System

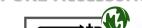


DTM-300











ChargePAK E1

PURE's DAB+ schedule

- 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



Thank you

colin.crawford@pure.com +44 1981 540945

