



Digital Radio Applications for the car market

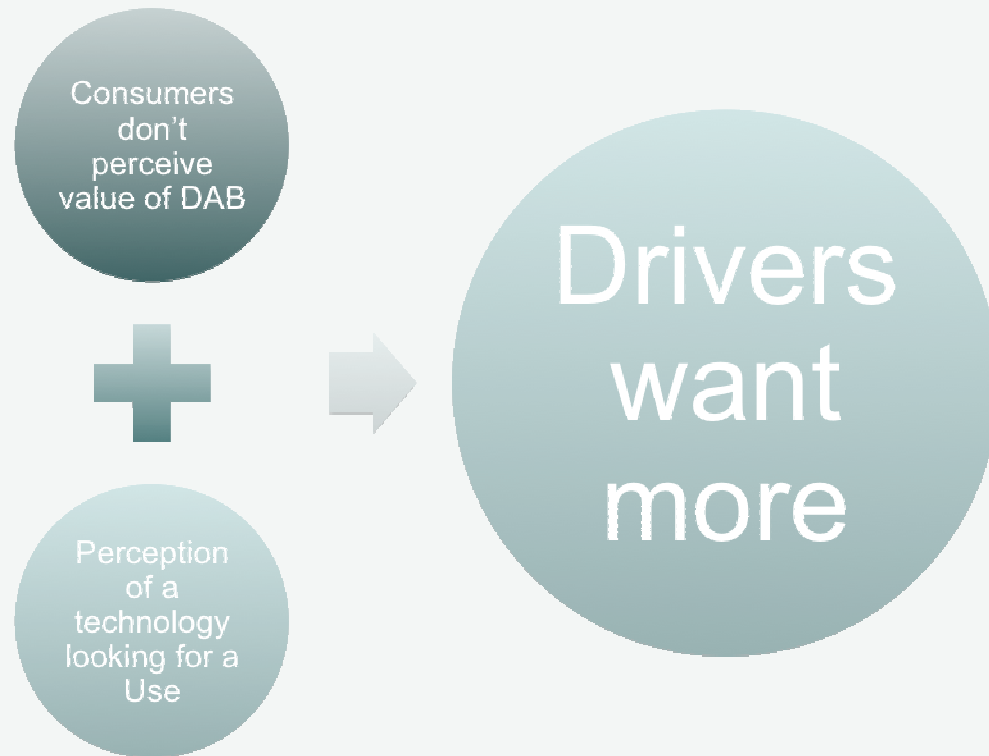
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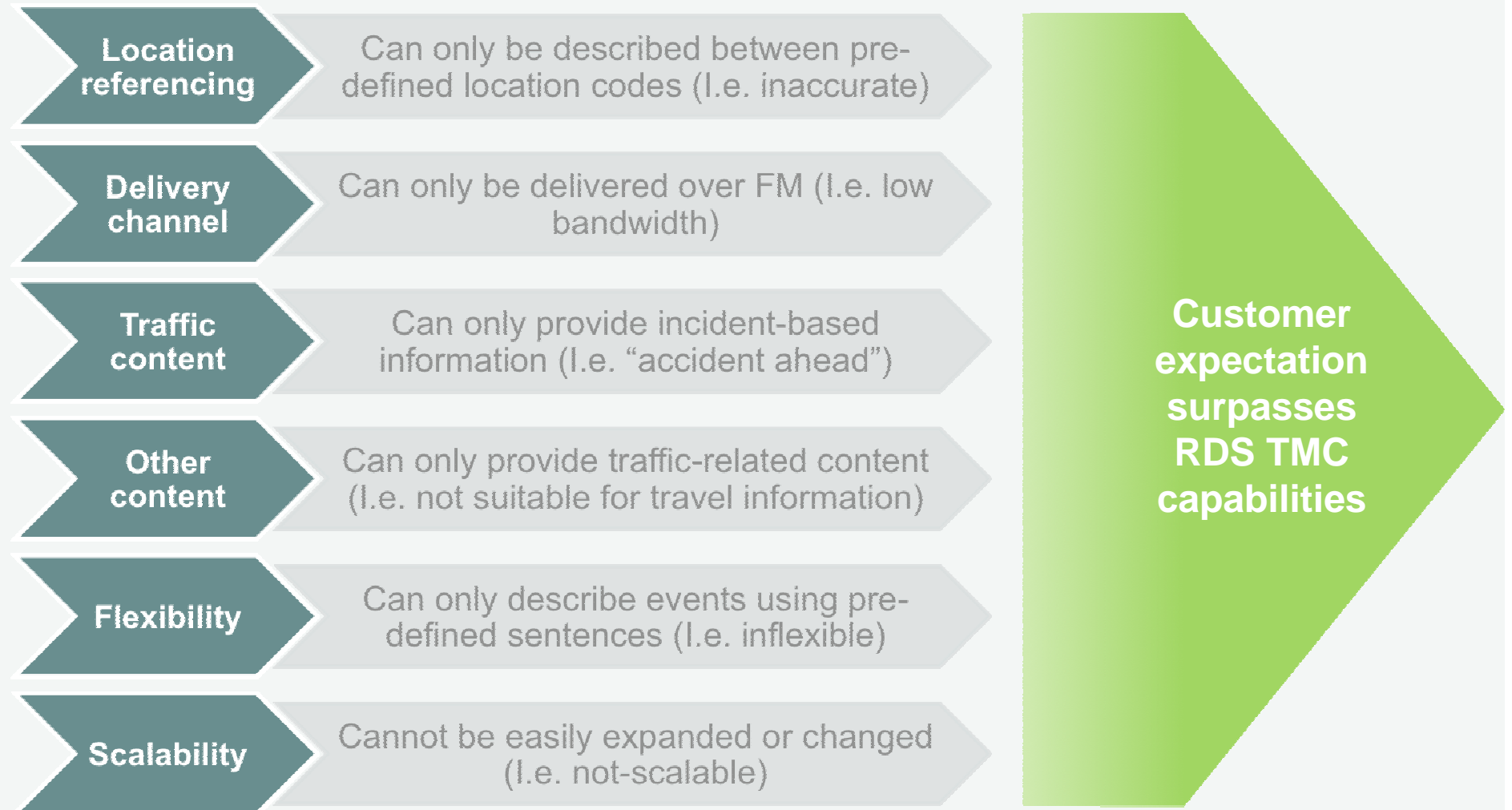


CLEARLY AHEAD

Articulating the value proposition for DAB



The problem ~ Despite success of RDS TMC, drivers now expect more



The vision

PrecisionTraffic

Traffic 1.0



Incident information



Flow information

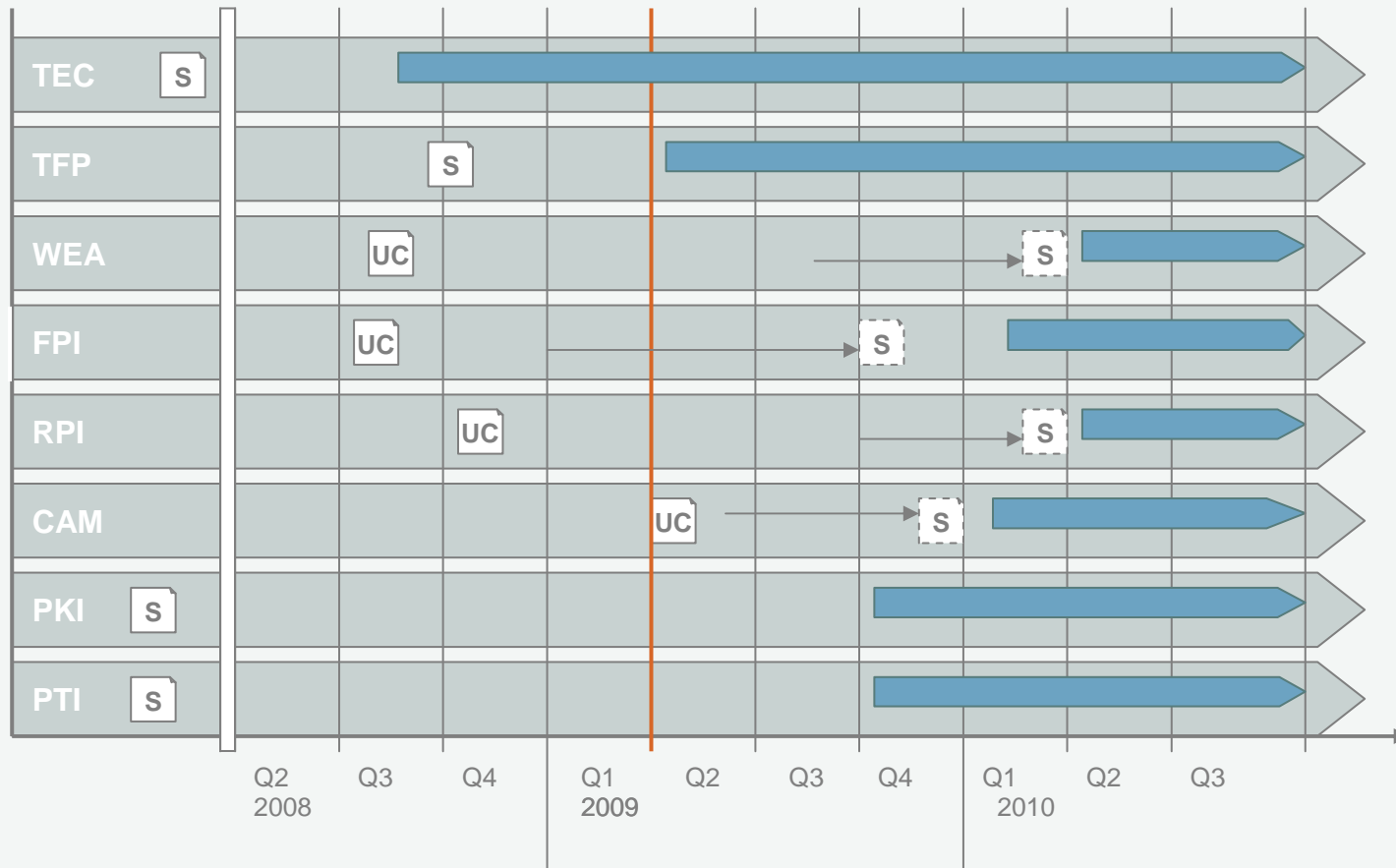
Predictive/historic data

“Confidence” information

High-speed delivery channel

Improved driver feedback

TPEG Application Roadmap



UC Use case raised
 S Spec Available
 → S Specification Development
 Broadcast available

Conclusion

Next-Generation Traffic and Travel Services deliver real value to the driver and are being driven* forward by the entire industry



* Pun intended