

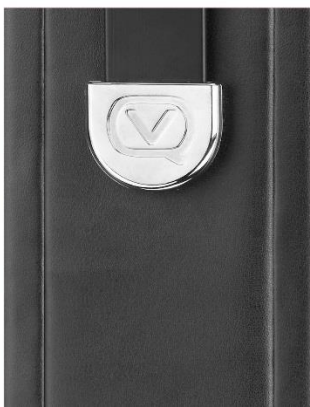


A Designer Perspective on DAB Radio Innovation





Who is VQ...?





**GREAT
DESIGN**



The VQ Mission

Sound & Style

**GREAT
VALUE**



**GREAT
FEATURES**



THE WORLD OF DAB MANUFACTURERS



BEST



Pinell®

PURE

ROBERTS RADIO

Panasonic

SONY

PHILIPS

BETTER



GOOD



Goodmans

GRUNDIG

John Lewis
150 years

KONIG





Retro Mini

DAB | DAB+ | FM | Bluetooth

€79





Retro Radio

DAB | DAB+ | FM | Apple Dock

€99





Christie

DAB | DAB+ | FM
Bluetooth | NFC

€149





Hepburn

DAB | DAB+ | FM | Bluetooth

€149





Bardot

DAB | DAB+ | FM | Bluetooth

€179



amazon.com



Bardot



Hepburn



Christie



Retro Radio



Retro Mini





There's Just More to Love with DAB Radio

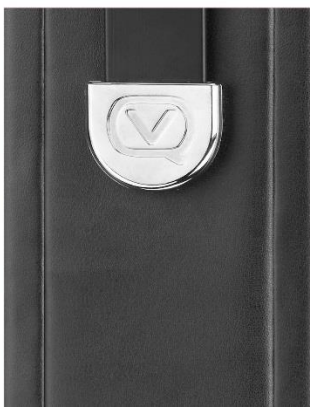
- Auto-Scanning for Stations
- Easy Alphabetical Station Ordering
- Additional Scrolling Station Information on Display
 - Access to FM Radio "Just in Case"
 - Price Points from as Low as €20

Even at entry level, DAB Receivers offer compelling reasons to turn your back on Analogue.





THE FUTURE FOR VQ & DIGITAL RADIO IS BRIGHT





VQ International Development



Live Territories

UK, France, Germany, Spain, Norway, Sweden, Ireland, Belgium, Holland, Poland, Hungary, Czech Republic, Slovakia, South Africa, Hong Kong

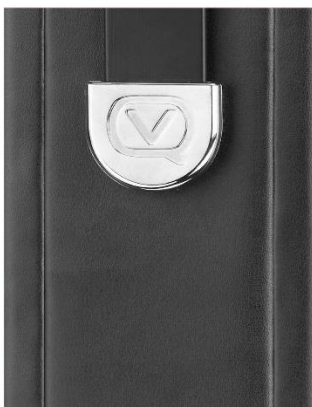
Development Territories

The United States of America, Australia, Mexico, Japan, China, Singapore, Italy, Turkey, Denmark, Greece, Canada, UAE





HOW IS VQ CREATING THIS INDUSTRY LEADING GROWTH?





Our Marketing Strategy

Building Brand recognition to support consumer buying decisions

- Industry Awards
- Consumer Focused Social Media
- Consumer Facing Events
- Consumer Facing Public Relations & Advertising

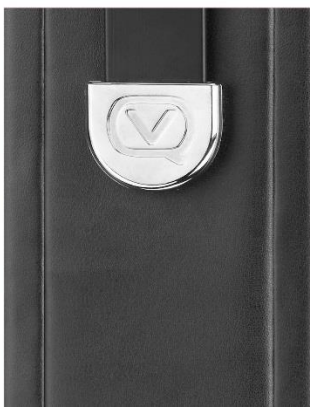
Supporting Retailers

- Investment in Packaging, Photography & Videography
- Investment in POS
- Industry/Trade Facing Events (World DAB Conference, ITVF, etc)
- Partnering on Communications & Promotions





WHEN DONE RIGHT, EVERYONE LOVES DIGITAL



The Results of a Progressive Marketing Strategy

Win a Christie DAB Radio

VINTAGE DAB RADIOS

RADIO GA GA

Get this!

CROONER

Perfect PASTELS

ShinyShiny @shinyshiny

Which? Best Buy

EDITOR'S CHOICE

Notebook

Home Notes

Home Notes

amazingradio

BBC LOCAL RADIO

Which? GREAT VALUE

Retro Mini

MOTHER'S DAY GIFTS

SOUND CONTROL

View Quest Christie £100 Page 11





Broadcaster Partnerships in Action



UK

Partnerships with Public & Commercial Broadcasters

Sponsorship of Awards Ceremonies

Bespoke Product Production



France

Partnerships with Public & Commercial Broadcasters

Plans for Live Broadcast Event Co-operation



Poland

Partnerships with Public & Commercial Broadcasters

Plans for Industry / Technology Event Support



Australia

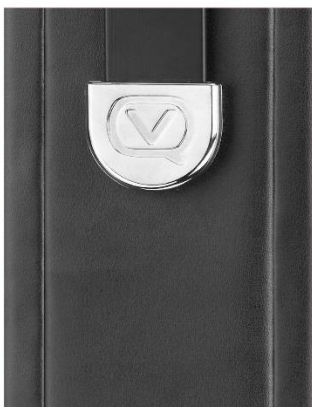
Partnerships with Public & Commercial Broadcasters

Dedicated Joint Marketing Strategies





WHAT CAN WE DO TOGETHER RIGHT NOW TO FURTHER DIGITAL RADIO IN TURKEY?





HOW WE CAN WORK IN GREATER PARTNERSHIPS...

How we deliver small volume personalisation projects?

How we can manage joint communications strategies?

How we can collectively promote digital conversion?

How we can deliver higher quality experiences for broadcasters?





Thank You

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