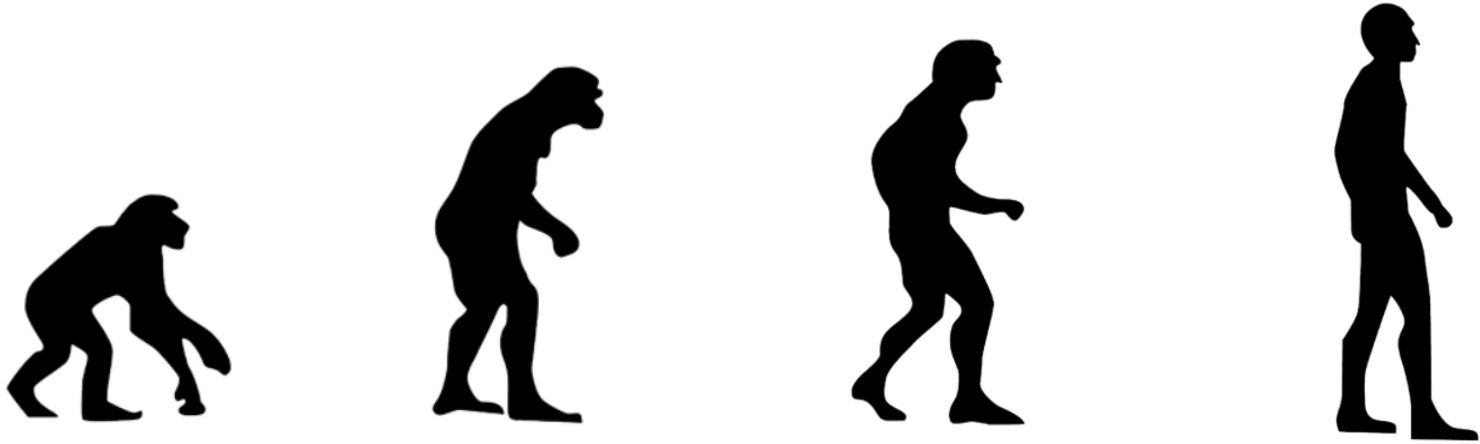


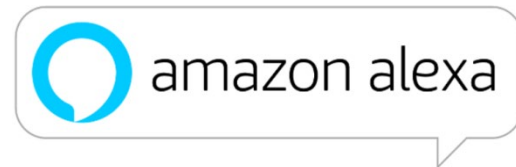


**Laurence Harrison, Chairman, World DAB
Automotive Group**

Evolution



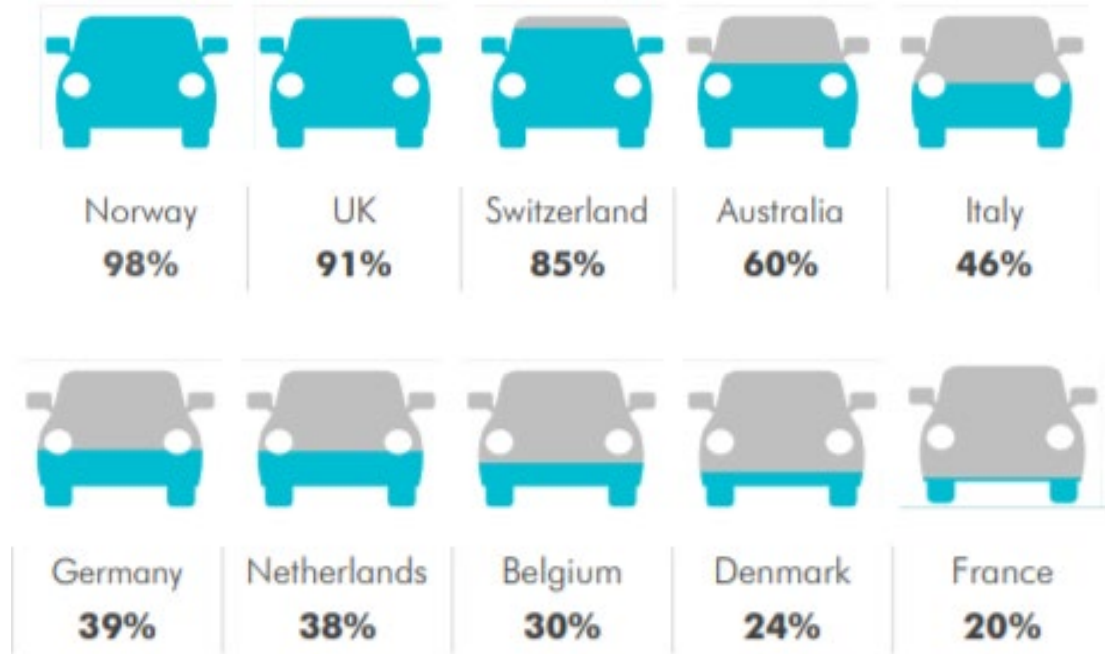
Evolution



Revolution



Growth of cars with standard DAB+



UX work valuable for car brands

Radio UX
In Car



TOYOTA



PEUGEOT



RENAULT

What we heard from car manufacturers



Radio button for some not all

An A-Z station list is desirable

Service following needs consistency

Data from stations is very important

Design can compromise performance

WDAB DAB test routes are useful

Electromagnetic interference is a problem

Want alerting to broadcast issues

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Evolution – Hybrid

Radio [®] **DNS**
HYBRID RADIO



Evolution – Voice and AI



Evolution – Voice



Evolution – Voice



Evolution – Voice









What does Radio do in the car when...

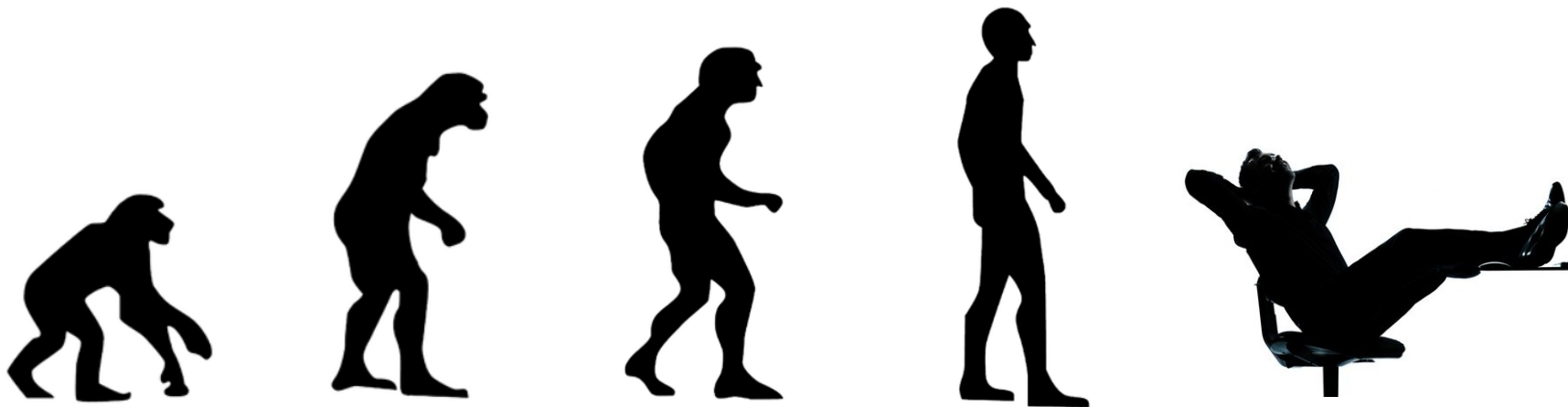
Distraction is not an issue

Sound technology has evolved

There is TV and more immersive screens

Personalisation and connectivity is everything

There is even more competition



world 

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GROUP*

Thank you

world 