



the global car lifestyle network

WorldDMB European Automotive Event
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Peter Fuhrmann

CEO Xplus1

Local Car Audio Specialist, founded 1993, 17 employees

CEO EMMA – European Mobile Media Association



About EMMA:

- ✓ EMMA -founded in 2000- is a global community of Mobile Media Enthusiasts, Top-Class Mobile Media Specialists and Opinion Leaders
- ✓ EMMA is a fast growing community which is meanwhile established in more than **40 countries** worldwide
- ✓ EMMA runs more than **300 events** a year, taking part more than **20 000 competing cars**



About EMMA:

- ✓ EMMA is focused on providing a neutral platform to promote and carry the fascinating world of custom made mobile media installations to consumers.

Specialized on car sound competitions EMMA's activities are also focused on offering a professional communication panel for manufacturers and specialists to promote themselves and their products and to reach best possible brand awareness.



EMMA is a global and extensive event- and promotion-platform



EMMA is a global network and has lot`s of contacts to car infotainment specialists



EMMA offers a highly professional education program at the EMMA Academy



Let me start with some facts we even heard before...

- 43 mio passenger cars registered in Germany
- 3.5 mio new cars registered a year (2011)

**A few thousand DAB+ units in cars
was sold by aftermarket.**



Need for boosting up the aftermarket sales!



What is to be done to ensure that any (at least most) aftermarket mobile audio sales initiative will include information about digital audio broadcasting?



Expectations of German customers:

- ✓ best performance in reception and function
- ✓ easy and simple control/handling
- ✓ perfect integration, pleasant look and feel
- ✓ affordable costs



Requests for product groups and advantages (from customers view)

OEM installed DAB+ tuners



- (+) perfect integration incl. aerial
- (+) best possible handling and control
- (+) best performance



- (-) in most cases to be paid extra and expensive
- (-) difficult and expensive to retrofit when not ordered with new car
- (-) not available for every car and configuration
- (-) only possible for new cars



Requests for product groups and advantages (from customers view)

PnP units - surface or windshield mounted



- (+) to be installed by customers themselves or any garage
- (+) low costs



- (-) bad reception if used with supplied/internal aerial
- (-) more or less difficult handling
- (-) no integration at all! (wiring, mounting etc.) / another unit on the windshield?



Requests for product groups and advantages (from customers view)

1-DIN or 2-DIN sized headunits including DAB+ reception



- (+) to be installed by wide range of installers
- (+) affordable costs
- (+) function, reception (if used with external aerial)
- (+) simple control & handling



- (-) OEM unit has to be changed
- (-) limited integration options, car restrictions
- (-) customer agreement



Requests for product groups and advantages (from customers view)

Hideaway car specific black box solutions



- (+) perfect, customer accepted integration into OEM systems
- (+) easy handling
- (+) very good reception (if used with external aerial)
- (+) to be used in several cars / downgradeable when car is sold



- (-) (reasonless) warranty concerns
- (-) high installation effort, need for knowledge
- (-) to be installed by specialized car audio dealer only
- (-) higher costs for products, aerials and installation



Conclusion

- (German) customers have high expectations regarding quality, function and integration
- to fulfill these expectations, specialized installers are absolutely important
- customers have to be aware of installation effort and costs



Conclusion

→ specialized resellers and installers will need...

- ✓ correct local DAB+ service availability information
- ✓ product availability information (tuner, aerial, installation adapters)
- ✓ printed, not misleading information about installation effort and services
- ✓ technical support (special cars)
- ✓ wider range of car specific aerial solutions



EMMA is open to promote digital radio



EMMA is a promotion-tool and has different ways to spread information – www.carmediaworld.de

The screenshot shows the EMMA Germany website interface. At the top, there is the EMMA logo (European Mobile Media Association Germany) and the CarMediaWorld logo (Car Lifestyle and Entertainment). A navigation bar includes links for Startseite, Hersteller, Produkt News, Carmedia News, EMMA, Events, Forum, and Fachhändler.

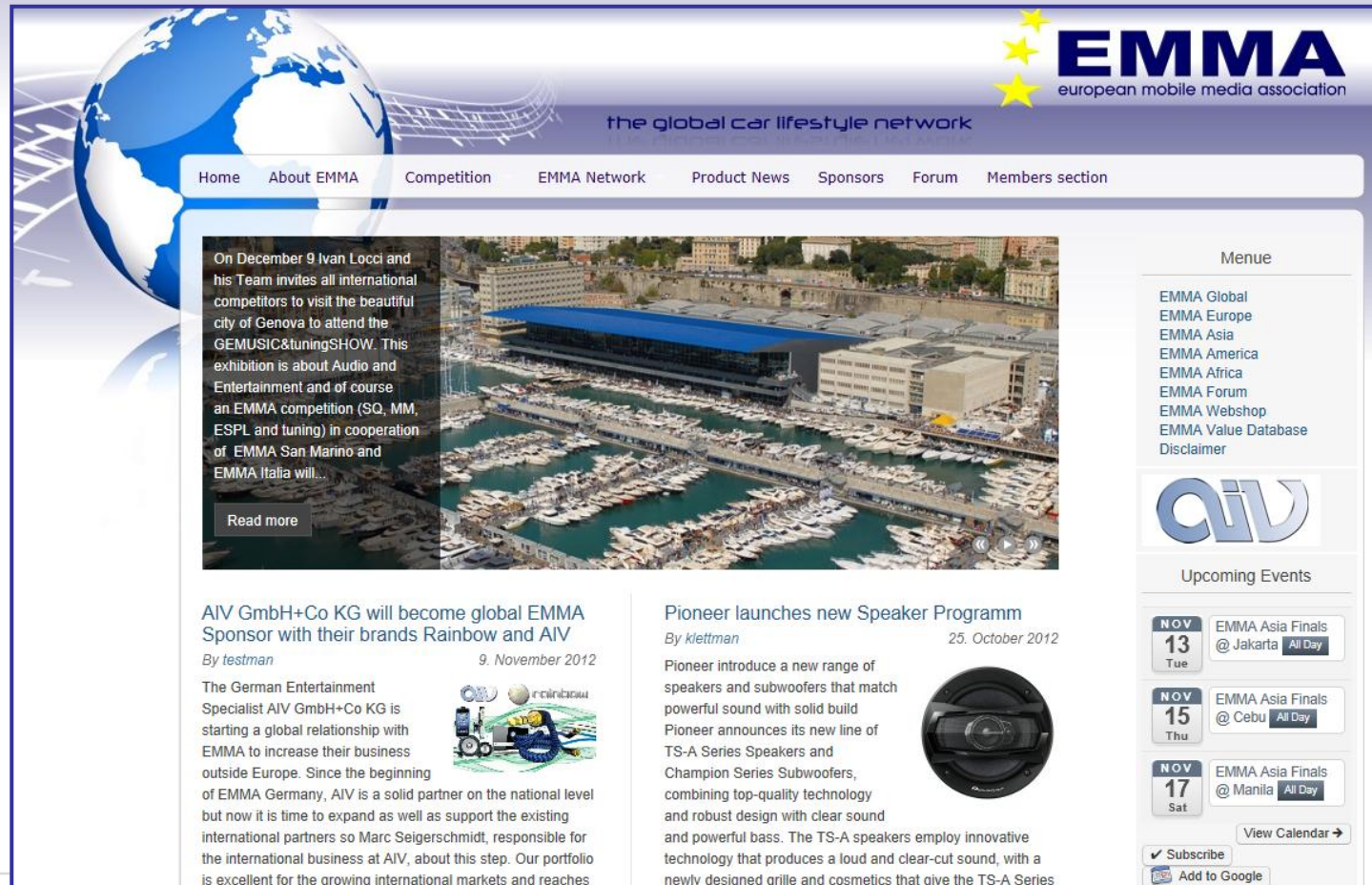
The main content area features a news article titled "Weltpremiere für „Interaktive Slideshows“ bei Digitalradio". The article text reads: "Mit einer beeindruckenden Vielfalt an Digitalradio- Empfängern in allen Preislagen und Konfigurationen und der Vorstellung vieler neuer Zusatzdienste haben die öffentlich-rechtlichen Programmveranstalter ARD und Deutschlandradio auf der diesjährigen IFA für das neue Digitalradio geworben. Im Fokus standen neben vielen Programminformationen und den gezeigten Endgeräten vor allem die neuen Zusatzdienste im Digitalradio, wie der neue digitale Verkehrsdienst TPEG und die „Interaktiven Slideshows“, die auf der IFA am Stand der ARD ihre Weltpremiere feierten. Mit den neuen „Interaktiven Slideshows“ können Nutzer graphisch aufbereitete Zusatzdienste zu Musiktiteln, Moderatoren oder zum Wetterbericht zeitsouverän über das Farbdisplay ihrer Digitalradio-Geräte abrufen. Auch am Digitalradio-Stand bei Deutschlandradio hatte man den Fokus – nach den grundsätzlichen Informationen zum neuen Verbreitungsweg im letzten Jahr – eher auf die neuen Mehrwertdienste und die große Gerätevielfalt gelegt. Wie der Pressesprecher von Deutschlandradio, Dietmar Boettcher-Frech, im Meinungsbarometer Digitaler Rundfunk erklärt, gab es diesmal auch von den Besuchern viel mehr konkrete Fragen zu den bundes-

On the left sidebar, there are links for "EMMA intl.", "EMMA Academy", "Webshop", "Kalender", "Impressum", "Pagenstecher", and "Members section". Below these is a "DIGITALRADIO Radio der Zukunft" section with an image of a car interior. Further down is an "EMMA @ YouTube" section and a "Blog via E-Mail abonnieren" section with an "E-Mail-Adresse" input field and an "Abonnieren" button. At the bottom of the sidebar is the "Inhaber der Seite" information: EMMA GmbH, Dr. Otto Schedl Str. 21, 92318 Neumarkt, Tel.: 09181 48 00 215.


On the right sidebar, there is a "Search & Hit Enter" field, a "aiV" logo, and a "Veranstaltungen" section. The events listed are: "DEZ 13 Do 14:00 EMMA Industrie-Meeting @ Gasthof Wittmann" and "MRZ 21 Do EMMA Europafinale 2012 @ Automesse Salzburg All Day". There is a "View Calendar" link and a "Abonnieren" section with a "Zu Google hinzufügen" button and a "Gefällt mir" button. At the bottom right, there is an "EMMA Germany auf Facebook" section with a "Gefällt mir" button.



EMMA is a promotion-tool and has different ways to spread information – www.emmanet.com








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Home About EMMA Competition EMMA Network Product News Sponsors Forum Members section


On December 9 Ivan Locci and his Team invites all international competitors to visit the beautiful city of Genova to attend the GEMUSIC&tuningSHOW. This exhibition is about Audio and Entertainment and of course an EMMA competition (SQ, MM, ESPL and tuning) in cooperation of EMMA San Marino and EMMA Italia will...

[Read more](#)



Menu

- [EMMA Global](#)
- [EMMA Europe](#)
- [EMMA Asia](#)
- [EMMA America](#)
- [EMMA Africa](#)
- [EMMA Forum](#)
- [EMMA Webshop](#)
- [EMMA Value Database](#)
- [Disclaimer](#)



Upcoming Events

NOV 13 Tue	EMMA Asia Finals @ Jakarta All Day
NOV 15 Thu	EMMA Asia Finals @ Cebu All Day
NOV 17 Sat	EMMA Asia Finals @ Manila All Day


[View Calendar](#)

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AIV GmbH+Co KG will become global EMMA Sponsor with their brands Rainbow and AIV

By *testman* 9. November 2012


The German Entertainment Specialist AIV GmbH+Co KG is starting a global relationship with EMMA to increase their business outside Europe. Since the beginning of EMMA Germany, AIV is a solid partner on the national level but now it is time to expand as well as support the existing international partners so Marc Seigerschmidt, responsible for the international business at AIV, about this step. Our portfolio is excellent for the growing international markets and reaches



Pioneer launches new Speaker Programm

By *klettman* 25. October 2012

Pioneer introduce a new range of speakers and subwoofers that match powerful sound with solid build. Pioneer announces its new line of TS-A Series Speakers and Champion Series Subwoofers, combining top-quality technology and robust design with clear sound and powerful bass. The TS-A speakers employ innovative technology that produces a loud and clear-cut sound, with a newly designed grille and cosmetics that give the TS-A Series





An upcoming project in Germany



EMMA could offer a database with around 100 specified dealers in Germany on www.carmediaworld.de who are able to upgrade cars to the digital radio technology. Customers can easily search for a dealer in their regions.

Because of the fact that EMMA knows a lot of dealers EMMA can ensure a high installation standard and a professional handling.

In addition to this, EMMA may provide these dealers in regular terms with information about news around digital radio.





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Thank you for your attention