

What we believe...

PURE

The future is hybrid – broadcast digital radio, analog radio and Wi-Fi

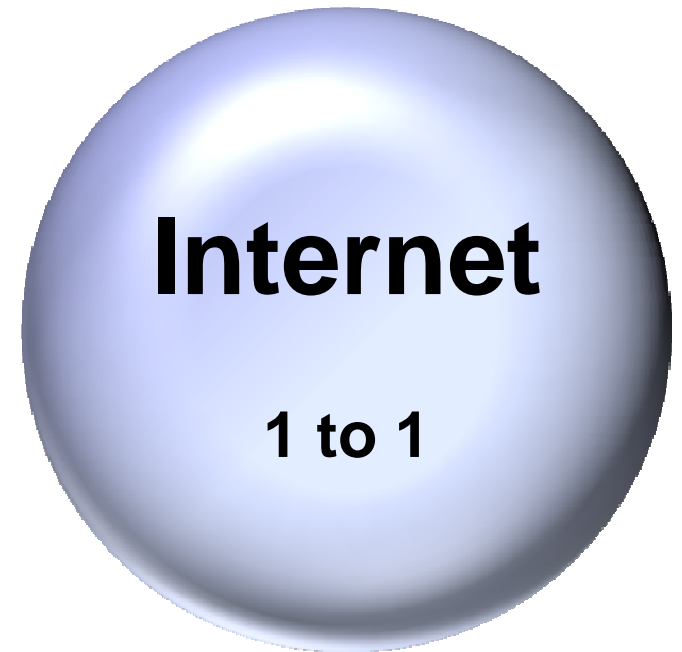
The bedrock



instant to masses
efficient
green
coverage



Value add



individual
interactive
back channel
web apps & services

PURE

What we do...

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ONE Mi



Taking branded digital radio to new price points

PURE

Twilight



Taking digital radio to new categories

PURE

ONE Flow



Taking hybrid radio mainstream

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Sirocco 550



The ultimate 21st century music system

PURE

EVOKE Mio by Orla Kiely



Making digital radio beautiful

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In-car



Highway - the only commercially successful in-car solution

Highway II in development for Christmas 2011

PURE



Hear it. Buy it. Love it.



Hear it.

Listen to any radio station



Buy it.

Tap the buy button



Love it.

Listen on any device

flow
SONGS
B E T A

Hear it. Buy it. Love it.

Rockstar Radios



Welcome to the Rockstar Radios competition in aid of Teenage Cancer Trust - win a signed PURE digital radio



Bryan Adams

Today you have the chance of winning a EVOKE-1S Marshall digital radio signed by Bryan Adams, all you have to do is answer the following question.

Bryan Adams is from which country?

A – Australia

B – Canada



Text **HMV** plus
A or **B** to **81215**

Texts cost £1.50 with 88 pence going to Teenage Cancer Trust.
[Full terms and conditions.](#)

Monday 22nd
Paul Weller

Tuesday 23rd
Kasabian

Wednesday 24th
Pet Shop Boys

Thursday 25th
Bryan Adams

Friday 26th
Paul McCartney

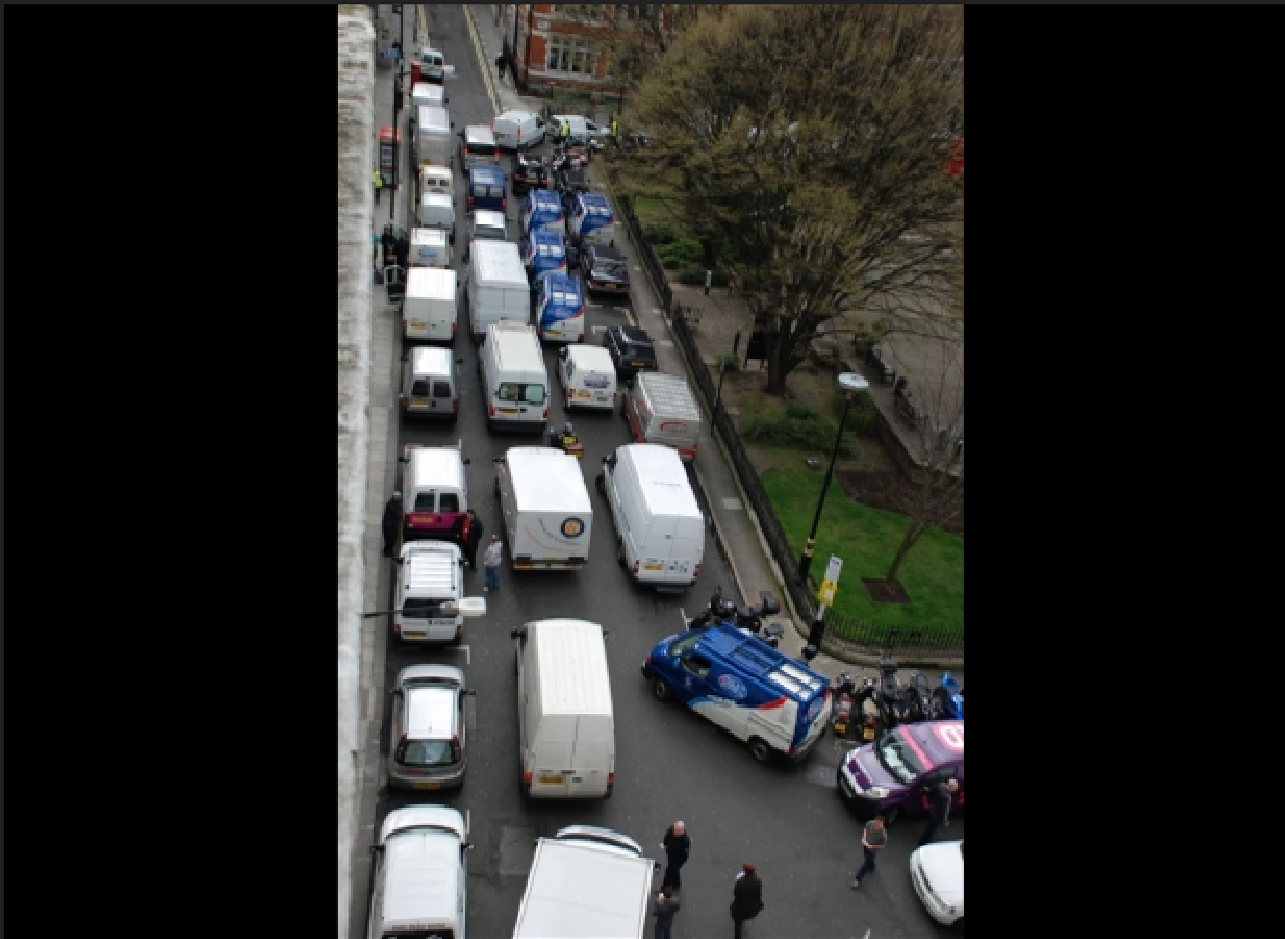
Saturday 27th
Annie Lennox

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No one is getting through Golden Square!

« Previous photo

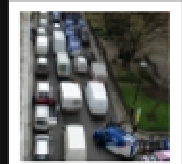
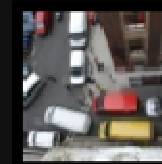
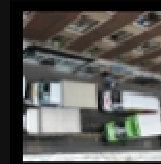
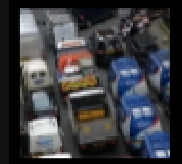
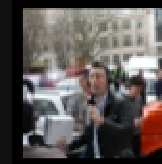
Next photo »



Views: 1311

More photos from: [Christian O'Connell Breakfast Show](#)

Christian Hands Out Pure Highways In Golden Square



« Previous six

Next six »

An advertisement for the HTC 7 Mozart smartphone. The phone is shown on the left, displaying the Windows Phone interface with the word 'people' and a 'recent' list of contacts. To the right, the text reads 'HTC 7 Mozart, only on Orange.' with the Orange logo. Below that, it says 'Windows Phone Be here now.' with the Windows logo. At the bottom right, there is a 'See it now' button with a right-pointing arrow.

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What we need...

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Digital radio internationalisation

- **The radio market requires digital radio roll-out across all of Europe**
 - Success in the UK, Denmark and Switzerland cannot sustain the market
 - Germany, France and Italy are critical
- **Less talk and more action**
 - Recognition that IP cannot deliver mass radio or radio on the move
 - A “Let’s get on with it” attitude
- **Like digital TV, digital radio requires market intervention**
 - Spectrum is an issue for governments
 - Dual transmission costs make the transition difficult for broadcasters
- **Cross-European unified governmental support for broadcast digital radio**
- **Better, Unique, Innovative & Mainstream Content**
- **Effective promotion at and after market launch**
 - Each country needs a dedicated, funded, body to promote digital radio to the masses

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