

# Press Release

Erlangen/Amsterdam,  
September 9, 2010

Visit us at IBC 2010 in Amsterdam:  
September 10 – 14, 2010 at  
Fraunhofer IIS booth 8.C81

## Fraunhofer Institute for Integrated Circuits IIS

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\* Fraunhofer USA Digital Media Technologies,  
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## Fraunhofer IIS Announces the Worldwide Launch of Diveemo the New Small-Scale Video Service for Digital Radio Mondiale

World's first Diveemo live broadcast showcased at IBC 2010, demonstrating  
unprecedented DRM services

Fraunhofer IIS, the leading innovator of technologies for cutting-edge audio and multimedia systems, today announced the worldwide launch of Diveemo<sup>®</sup>, the new small-scale video service for Digital Radio Mondiale (DRM) at IBC 2010. Initiated as a joint effort between Fraunhofer IIS, Thomson Broadcast & Multimedia and Chengdu NewStar Electronics, Diveemo delivers cost efficient large-area distribution of education and information video programs via DRM.

Developed by Fraunhofer IIS, Diveemo will be showcased Monday, 13 Sept. at the launch event hosted by the DRM Consortium at the Thomson booth, 1.D11. The launch will feature the world's first Diveemo transmission of a live video broadcast with BBC content displayed on a NewStar DRM receiver. The service will also be showcased at the Fraunhofer IIS booth 8.C81 for the duration of the IBC 2010 exhibition.

DRM transmissions over shortwave have virtually unlimited coverage possibilities ranging from 100 to well over 5,000,000 square kilometres depending on the transmission conditions and broadcast parameters. The service opens the door to a large range of unprecedented information and education services and is an ideal platform to reach audiences worldwide with a single DRM transmitter or an even more cost-efficient DRM single frequency network. Diveemo offers free-of-charge reception and is independent of gatekeeper and third party providers like satellite and cable networks.

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“Fraunhofer IIS developed Diveemo together with its partners Thomson and NewStar as the unique and cost-effective way to reach millions of people anytime, anywhere with a single terrestrial DRM transmitter,” said Alexander Zink, project manager of Diveemo at Fraunhofer IIS. “With the low-cost implementation on the transmitter and receiver side, Diveemo allows broadcasters to reach audiences that otherwise could not participate easily in up-to-date sharing of latest information and education programs and that so far were dependent on audio-only radio services.”

Diveemo is designed to offer a convenient mobile small-scale video service experience, allowing users to quickly switch between channels and enjoy consistent audio and video even under bad reception conditions. A video stream can be accompanied by one or more audio streams, allowing for synchronous, multi-language support. Diveemo enabled receivers also feature all the benefits of the DRM Digital Radio standard, such as service selection by Unicode compatible station labels, alternative frequency signalling and switching, announcement and warning/alert features. Diveemo is on track to be standardized by ETSI in the near future.

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## **About Fraunhofer IIS**

Fraunhofer IIS, based in Erlangen, Germany, has been working in compressed audio and digital broadcasting technology for more than 20 years and remains a leading innovator of technologies for cutting-edge multimedia systems. Fraunhofer IIS is universally credited with the development of mp3 and co-development of AAC (Advanced Audio Coding) as well as technologies for the media world of tomorrow, including MPEG Surround and data services like Journaline. In addition Fraunhofer IIS is active in the area of standardization, overall broadcast system design, receiver core development, and OEM broadcast server equipment. The technologies developed at Fraunhofer IIS have established themselves globally in satellite-based and terrestrial broadcasting systems, such as Digital Radio Mondiale DRM, DAB Digital Radio, Digital Video Broadcasting DVB, WorldSpace and Sirius XM Radio.

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Through the course of more than two decades, Fraunhofer IIS has licensed its audio codec software and application-specific customizations to at least 1,000 companies. Fraunhofer estimates that it has enabled more than 1 billion commercial products worldwide using its mp3, AAC and other media technologies.

The Fraunhofer IIS organization is part of Fraunhofer-Gesellschaft, based in Munich, Germany. Fraunhofer-Gesellschaft is Europe's largest applied research organization and is partly funded by the German government. With nearly 17,000 employees worldwide, Fraunhofer-Gesellschaft is composed of 59 Institutes conducting research in a broad range of research areas. For more information, contact Matthias Rose, [matthias.rose@iis.fraunhofer.de](mailto:matthias.rose@iis.fraunhofer.de), or visit [www.iis.fraunhofer.de/amm](http://www.iis.fraunhofer.de/amm).

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