# DIGITAL ONE AND IMAGINATION TECHNOLOGIES INVEST IN THE FUTURE OF DIGITAL RADIO

· **New partnership enables cheaper, smaller digital radios**

· **Low cost battery powered digital radios in the shops within the year**

· **Prices to fall by 50 per cent or more**

**Digital One**, the UK's national commercial digital radio network, and **Imagination Technologies**, the leading provider of human computer interface intellectual property, today (April 9th) announce a strategic agreement to jointly develop, fund and market a low power, low cost, Digital Baseband Chip and digital radio receiver module. The commercial investment is designed to boost the consumer take-up of digital radios in the UK.

The partnership will result in smaller, lighter, portable and cheaper digital radios being available for under £150 within the year with an expectation that the critical sub-£100 price point will become possible for the first time.

Imagination Technologies' new multi threaded digital signal processing chip is small enough to incorporate into any existing entertainment system from personal stereo to boom box.

Today, digital radio is mainly available only in hi-fi tuner or in-car format, with prices starting at £299. This exciting new partnership means that within a year a range of digital radios will become available at less than half the current price point.

The new digital baseband chip and receiver module designs will be available for sale and licensing to manufacturers of digital radio equipment worldwide and will incorporate a host of features which will make digital radio easier to integrate into a range of consumer electronics devices.

Says **Digital One Chief Executive Quentin Howard**: "The UK is the world leader in digital radio. We have a superb choice of national and local digital radio stations already broadcasting to a potential 79% of the population. What we need now is smaller, affordable radios so that people can actually enjoy the clear, interference free radio programmes. In January the Government called for manufacturers to make a cheaper digital radio – Digital One and Imagination Technologies have now made that possible. This is a huge step forward for all concerned – consumers, broadcasters, manufacturers and retailers."

**Hossein Yassaie, President and CEO of Imagination Technologies** says: "Digital radio is a technology that improves significantly on legacy

radio broadcasting, offering impressive gains for users in terms of audio quality, reception and value added services like data broadcasts. However, the brutal truth is that digital radio cannot replace the old analogue radio systems until it becomes both cheaper and more portable. We have now solved those problems and opened the doors to digital radio for all."

**ENDS**

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**Editor's Notes:**

**Digital One** owns and operates the UK's only national commercial digital multiplex, broadcasting 10 stations to 78 per cent of the UK population. The company is 63 per cent owned by the UK's leading commercial radio group, GWR Group Plc, and 37 per cent owned by NTL, the UK's leading broadband television, telephony and internet company. Digital One launched its national radio services in November 1999 and continues to work with broadcasters, manufacturers and retailers to drive the growth of digital radio in Britain and, indeed, around the world.

**Imagination Technologies Group plc** develops, licenses and supplies market-leading multi-threaded DSP, 2D/3D graphics, digital video, audio and speech technologies and products for consumer entertainment and PC markets. Since it was founded in 1985, the company has introduced, via licensing arrangements or directly, a succession of innovative technologies, silicon chips and add-in boards, which have played a major role in the development of multimedia and computer based entertainment systems.