

## PRESS RELEASE

### CellMetric launches DAB+ RF Test Solution

2<sup>nd</sup> September, 2008 – Cambridge based digital broadcast company CellMetric announces the debut of its new Modus 3 DAB+ RF signal source and DAB+ Test Streams at IBC.

Modus 3 DAB+ is believed to be one of the first complete DAB+ dedicated test solutions available.

DAB+ is an enhanced version of the Digital Audio Broadcast (DAB) radio system which allows better audio quality to be broadcast at lower bitrates, offering greater spectral efficiency.

The Modus 3 DAB+ generator supports play-out and over-air transmission of both DAB and DAB+ RF signals, emulating a low power digital radio station. Used by many leading developers of DAB receiver silicon and radios, the Modus product line continues to expand to support new standards as they emerge.

The Modus 3 DAB+ in conjunction with its DAB+ test streams, generates test tones, speech and music for DAB+ radio development and testing. RF transmissions can be generated in Band III (174 – 240 MHz) and L Bands (1452 – 1492 MHz). In production test environments, the remote control function of the Modus allows sophisticated automated testing of DAB & DAB+ receivers.

Modus 3 applications include product development, manufacturing test, deployment, and equipment demonstrations of DAB and DAB+.

Modus 3 DAB+ is available now. CellMetric will be showcasing its DVB-H, DVB-T, DVB-S/S2 and DAB/DAB+ products at IBC2008 in Amsterdam, 12<sup>th</sup> – 16<sup>th</sup> September, Mobile Zone Stand M292.

### About DAB +

DAB+ is based on the original DAB standard but uses a more efficient audio codec. Whereas DAB uses MPEG Audio Layer II (better known as MP2), DAB+ uses HE-AAC v2 (better known as MP4 or AAC+). This allows equivalent or better subjective audio quality to be broadcast at lower bit rates. The increased efficiency offers benefits for Governments and Regulators (better spectrum efficiency), broadcasters (lower costs per station) and consumers (a wider choice of stations).

The Australian Government has announced DAB+ as the official digital radio standard in the country, with a commercial roll out planned for January 2009. Other countries such as Italy, Germany, Switzerland, the Czech Republic, the Netherlands, Malta,

Malaysia and China have also expressed their interest in rolling out commercial DAB+ services.

## About CellMetric

CellMetric – (Cell - Macro Cellular broadcast systems) (Metric – application of measurement algorithms to provide intelligence to broadcast systems)

Founded in 2005, CellMetric was formed with a goal to develop innovative, intelligent and cost effective solutions to meet the challenges of digital switchover and the mobile video infrastructure market. Drawing on the expertise of a highly experienced team of systems, software, RF and VLSI engineers with extensive experience in digital TV and mobile communications, CellMetric is developing a range of modular solutions, including: repeater systems, micro base stations and the Modus 3 I/Q RF signal sources for network emulation. Key to these systems is CellMetric's Software Defined Digital Radio architecture and "Application Specific I/Q™" modules which allow efficient customisation of this architecture using plug and play channel coders.

All CellMetric's products blend a mix of fast processors, FPGAs, and broadband RF digital radio to provide intelligent, self-measuring transmission systems.

CellMetric is currently working in the areas of:

- DVB-T
- DVB-H
- DAB
- DAB+
- T-DMB
- DVB-S
- DVB-S2
- DVB-T2

CellMetric's patented architectures are highly modular, allowing the efficiencies of engineering reuse to be gained.

CellMetric =

- Easy to install
- Easy to operate
- Easy to maintain

Cell Metric was formed in 2005 by Graham Norgett, one of the founders of Symbionics Instruments, later Adherent Systems, which developed a significant market share in the DECT and DVB MPEG test systems market. Adherent, where Norgett was Marketing Director, was sold in 2001 to a major US based T&M multinational.

CellMetric is a privately held limited company.

Contacts:

Graham Norgett  
+44 (0)1223 265 571  
graham@cellmetric.co.uk