



## **Press release**

May 19<sup>th</sup> 2010, Linköping, Sweden

# **Factum wins more business in China**

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Factum Electronics, world-leading supplier of equipment for mobile digital multimedia broadcasting, today announced a contract for the provisioning of digital multimedia multiplexing equipment to Foshan in the Guangdong province of China. Factum Electronics wins the order in co-operation with Beijing Desbell Technology Co., Ltd.

The system will, in addition to other services, be used to provide "PushRadio". PushRadio is a new technology developed in China for downloading files over DAB/DAB+/DMB broadcasting networks to personal portable receivers, thus enabling an enhanced on-demand media experience for the end user.

"PushRadio is an exciting addition to DAB, DAB+ and T-DMB broadcasting networks. Factum's system is inherently adaptable to new data features and applications such as PushRadio", says Fredrik Hånell, CEO of Factum Electronics AB and Effnet Holding AB. "In this case, once again we replace an existing installation from another supplier, where the system is unable to comply with requirements for new technology such as PushRadio."

For more information, contact Fredrik Hånell, CEO, +46 70 317 7793 or [info@factum.se](mailto:info@factum.se)

## **About Factum Electronics**

Factum Electronics AB ([www.factum.se](http://www.factum.se)), a wholly owned subsidiary of Effnet Holding AB (First North Nasdaq OMX: EFFN, [www.effnetholding.se](http://www.effnetholding.se)), is a world leader in the areas of DAB (Digital Audio Broadcasting), DAB+, DMB (Digital Multimedia Broadcasting), and NICAM, digital stereo sound for television broadcasting. Factum Electronics develops and sells system solutions for signal encoding, decoding, and processing and serves professional broadcasting customers in more than 40 countries. Additionally, Factum Electronics develops and sells middleware for receiver chip manufacturers and test & monitoring equipment.