



Press release, 10 May, 2004.

## **BBC has chosen “DAB by Factum”**

The British Broadcasting Corporation, BBC, has chosen to order a complete, DAB head end system with full redundancy from Factum Electronics AB. The BBC has been heavily involved in the Eureka 147 DAB (Digital Audio Broadcasting) standard since its inception.

The total value of the order is estimated at around SEK 4 million. Factum Electronics will deliver systems based on its modular architecture, including its unique dynamic range controller, audio encoders, data transmissions, multiplexers, and management systems. Factum Electronics has previously supplied similar digital radio solutions to customers in Australia, Canada, Denmark, Hungary, Korea, Norway, and Sweden.

“This is a very prestigious order and we are very proud to be entrusted to supply our DAB solution to the BBC”, says Kenneth Lundgren, Managing Director of Factum Electronics AB. He continues “Especially since the BBC evaluated products from all other DAB manufacturers before choosing us. We are delighted to secure the order in such a competitive environment”.

Factum Electronics AB is a leading DAB system provider to large national broadcasters, network operators and commercial radio stations. “DAB by Factum” is an established concept for user-friendly and flexible systems. Factum is not only offering the solutions to digital challenges, we are setting the standards and are leading the way for the new kind of radio”, concludes Kenneth Lundgren, Managing Director of Factum Electronics.

### **For further information, please contact:**

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#### ***About Factum Electronics AB and Effnet Group AB (publ)***

*Factum Electronics AB, a wholly owned subsidiary of Effnet Group AB (publ), is a world leader in the areas of DAB, Digital Audio Broadcasting, and NICAM, digital stereo sound for television broadcasting. Factum develops and sells a wide range of standard system components and custom specified solutions for signal encoding, decoding and processing and serves professional broadcasting customers in more than 40 countries. For more information about Factum, please visit [www.factum.se](http://www.factum.se) and more information about DAB (Digital Audio Broadcasting) is available at [www.worlddab.org](http://www.worlddab.org).*

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