



Press release

Linköping, Sweden, 29 September 2004.

## **New DMB orders from South Korea to Factum Electronics**

Factum Electronics AB, a subsidiary of Effnet Holding AB (publ), has in the last three months been awarded contracts from KBS, Korean Broadcasting Systems, EBS, Educational Broadcasting Systems, and MBC, Munhwa Broadcasting CO. Ltd. to supply DMB systems. The systems are based on Factum Electronics' modular architecture, including audio encoders, data inserters, service and ensemble multiplexers and management systems. Factum Electronics has previously supplied digital radio solutions to customers in Australia, Canada, Denmark, Hungary, Italy, Korea, Norway and Sweden. South Korea is the leading country regarding DMB, i.e. advanced applications with video, audio and text by use of digital broadcasting.

"During the launch of DMB in South Korea in mid August a seminar and exhibition was held in Seoul where DMB was broadcasted live by four major Korean broadcasters, all of them using Factum DMB system", says Kenneth Lundgren, Managing Director of Factum Electronics. "This, together with being selected as supplier of DMB systems to the major Korean broadcasters, is of course very prestigious and positions Factum as the world leading provider of DMB systems".

"DAB by Factum" is an established concept for user-friendly and flexible systems well-known in most parts of the world, both among small private radio stations and large national network operators. "This should now be broadened to "DAB/DMB by Factum"", concludes Kenneth Lundgren.

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

Kenneth Lundgren, Managing Director, Factum Electronics, +46 13 36 86 07,  
+46 703 69 00 29

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

*Factum Electronics AB, a wholly owned subsidiary of Effnet Holding 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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