



First jacket with integrated TV set badira at ispo winter 08

**[München/ispo 27.01. – 30.01.] At ispo winter 08, badira presents the first multimedia jacket with integrated TV set worldwide. The badira jacket is equipped with receivers of the latest generation from iriver. The distribution is done by trinloc gmbh. In addition to DMB (Digital Multimedia Broadcasting) for mobile TV reception, both analogue FM and digital DAB radio programmes (Digital Audio Broadcasting) can be received as well as recorded. The unit also allows the playback of MP3 titles as well as images and video.
[booth: Wearable Technologies hall/stand A6.118]**

DAB and DMB are the new standards for transmitting digital radio and TV programmes and are about to revolutionize the mobile use of these media. With a total of more than 180 transmitting stations Digital Radio is available nearly throughout Germany, i.e. coverage amounts to 80 percent. The TV network for DMB is gradually being rolled out. Currently, up to five TV programmes can be received in 16 major German cities. Both standards guarantee excellent image and sound quality. In addition to the radio programme, extensive additional information is transmitted, e.g. title, performer, cover, news, traffic news, football results. Thanks to Ensonido – a development of the Fraunhofer Institute for Integrated Circuits IIS – 5.1 Surround Sound is now also available with mobile receivers and conventional stereo headphones.

"The enormous feedback following the premiere of badira at the Internationale Funkausstellung 2007 in Berlin prompted us to present the potential of the new technology to the experts for sports and lifestyle", states Johannes Trottberger, Managing Director of Bayern Digital Radio GmbH.

The badira multimedia jacket is ideal for leisure, sports and travel and everywhere you do not want to miss the latest news and your favorite entertainment. The design was developed and realised - exclusively for badira - by the Munich Fashion School `Esmod München` .

Contact

Further information and press photographs of the badira jacket is available at www.badira.de. Information on the latest transmission technologies DAB and DMB is available from Bayern Digital Radio GmbH, marketing@bayerndigitalradio.de, Phone +49 (0)89 45 11 50. Detailed information from trinloc gmbh at sales@trinloc.de.