

THE KNOWLEDGE

sponsored by

PURE

Learn about DAB Digital Radio with the market's No.1 DAB brand

The generic benefits of DAB digital radio are well established, with increasing consumer awareness that it offers ease of use; greater station choice; digital quality sound and additional features. But as a sector still growing and offering many new product attributes, it is necessary for retailers to keep up with the latest developments. The constant evolution of DAB digital radios, against a backdrop of relatively stable pricing within brown goods, offers switched-on retailers the chance to profit from the extra value that marks this sector out from those which, although having a higher profile, are, essentially, commodity markets.



The best of both worlds: PURE's Chronos iDock DAB clock radio with iPod dock

Category Developments



EcoPlus

GOING GREEN

PURE has worked closely with the Energy Saving Trust over the past months to define an energy accreditation standard for DAB digital radio products. This standard is in the final stages of being locked down, and products displaying the "Energy Saving Trust Recommended" logo are likely to be available this year.

Offering savings to customers on their electricity bills and reassurance to those seeking more environmentally 'sound' purchases, digital radio has led the way in eco-friendly consumer electronics, with PURE's range of EcoPlus™ products setting standards for:

- ✓ Reduced power consumption in standby and operation
- ✓ Use of materials from recycled and sustainable sources
- ✓ Optimum packaging size for transport, with no excess waste
- ✓ Components with minimized environmental impact

Hot Features

CHARGEPAK®

Hassle-free portable listening has obvious appeal to consumers, and delivering rechargeable radio via the add-on sale of the ChargePAK accessory provides dealers extra margin, while customers save money on replacement batteries. ChargePAK also does away with the harmful landfill associated with standard batteries and the need to spend time replacing or removing and charging sets of them, and it prevents radio batteries from 'wandering off' into other battery-operated appliances in the home.



All the current range of PURE portable DAB radios are served by one of two types of ChargePAKs or have one already built-in, meaning that dealers can sell across a wide range of models without needing an extensive stock of different accessory types.

OLED DISPLAYS

Some of the latest PURE models have Organic LED (Light Emitting Diode) displays, which give greater visibility from a distance and from a wider range of viewing angles. The difference is something customers can, quite literally, see.

AUXILIARY INPUTS & IPOD DOCKING

Nowadays more digital radios come with auxiliary inputs, allowing consumers to play their own music collections through the same high-quality speakers they enjoy digital radio through. There are also products, such as the Chronos iDock, that fully merge two categories, bringing together DAB clock radio functionality and iPod docking to offer users the best of both worlds.



See it, feel it, listen to it...

Clear, easy-to-understand benefits are a theme throughout DAB. That means there's no 'leap of faith' required by your customers as the benefits are obvious and demonstrable, making it a much more tangible offering.

NATURAL SOUNDS

The evolution of DAB products is focused around how customers want to use them. For example: the latest DAB clock radio from PURE – the TEMPUS-1S – has 'natural sounds'. So, as well as snoozing the alarm with the SnoozeHandle® and drifting off to a station on a sleep timer, users can unwind to the sound of lapping waves, rainfall or birdsong – helping to make the most of the little time people get to relax.

INTELLITEXT™

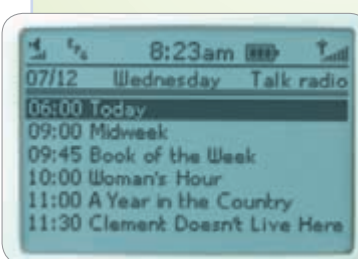
One of the extra features available on DAB radios is the scrolling text that stations broadcast. As well as artist names and song titles, this can carry the latest news, gossip, traffic information or sports headlines. Radios with Intellitext allow users to browse stored information to get more out of the feature.

textSCAN™

Allows customers to pause the scrolling text (including that being viewed as Intellitext) to note down phone numbers, web sites, song titles etc.

EPG

Electronic Programme Guide (EPG) gives a view of future radio programmes up to 7 days in advance. On models with record capabilities (typically to SD card), users can easily record their favourite radio programmes.



New opportunities on the road

As the DAB market continues to grow, with a DAB radio for every room in the home and beyond, new products are opening up fresh sales opportunities for dealers. PURE has just launched Highway, an in-car DAB digital radio that's as easy to fit as a sat-nav device. Highway lets consumers enjoy DAB radio stations and their iPod/MP3 player through their existing car audio. The large share of radio listening done in-car offers a ready market to be turned on to DAB by dealers looking to broaden their sales, whilst anyone who's already bought a DAB radio for the house is a ready-primed customer.



DAB+ You may have questions or have seen reports on the new DAB standard, DAB+. This standard was developed primarily to encourage international DAB markets, and there are no plans for DAB+ transmissions in the UK for the foreseeable future. In fact Ofcom – the UK regulator – has explicitly not allowed DAB+ broadcasts to ensure stability within the DAB market.

For dealers interested in finding out more and equipping staff with the latest DAB information, a Product Guide available from PURE covers the basics of DAB; the latest products, features and benefits, and some useful tips on up-selling. Call 0845 337 6637 or email sue.lowther@pure.com

DAB
Digital Audio Broadcasting

digital **Radio**