



Press release

Linköping, Sweden, June 15, 2009

## **Factum Electronics delivers complete DAB+ and T-DMB solution to Malaysia.**

Factum Electronics, the world-leading supplier of equipment for mobile digital multimedia broadcasting, today announced it has won a contract for the supply of DAB+ (digital radio) and T-DMB (mobile TV) to a state-owned broadcaster in Malaysia.

Factum will provide the complete head-end solution, including system installation and customer training. The order includes solutions for radio and TV services, as well as data services like DLS, MOT-SLS, BWS and EPG. Factum will also perform integration of the system interfaces to local existing studio and content play-out systems.

“This is a breakthrough order for DAB+ and T-DMB technology in South East Asia. Factum puts a lot of efforts into promoting this technology into new regions, and we are proud to now also have a reference customer in Malaysia”, says Kenneth Lundgren, Managing Director, Factum Electronics AB and CEO of Effnet Holding AB.

DAB+ digital radio and T-DMB mobile TV share the same equipment infrastructure, based on the Eureka 147 family of standards. The Factum system solution will support both standards, with 15 channels of audio (digital radio) and two T-DMB channels (mobile TV), and it is also enabled for various data services like TPEG, TMC, etc.

Factum Electronics won the order in co-operation with the local companies *Asia Pacific Zone Systems Sdn. Bhd.* and *Telekom Malaysia Bhd.* Telekom Malaysia is the overall system integrator, while Factum Electronics and Zone Systems are handling the complete installation of the head-end part of the system.

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

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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), 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. For more information about Factum, please visit [www.factum.se](http://www.factum.se) and more information about DAB/DMB is available at [www.worlddab.org](http://www.worlddab.org).*

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