



Bush Australia announces DAB+ product range for 2008

Retailers wanting to ensure that they enjoy a substantial share of the DAB radio market which is set to boom in time for Christmas 2008, need look no further than Bush Australia.

Bush who are widely acknowledged as innovators in audio, and being one of the pioneers launching their very first radio in 1931, have already developed a quality range of products boasting the latest DAB technology, under its stable of highly successful, world famous brands – Grundig, Ministry of Sound and Bush. By introducing models in each of its three popular brands, Bush are confident that all markets segments ranging from youth to baby boomers and beyond will be well catered for.

Following the welcome announcement by the Federal Government in May this year, DAB+ will become the industry standard within Australia for digital radio. Bush, with the backing of its extensive experience of DAB in the UK, will be at the forefront of the technology with a full range of products by the end of 2008.

Bush plans to launch a full range of DAB+ products in 2008, well in time for the official launch of the service in January 2009 and will be seeking retail partners to do exclusive advance product previews.

An extensive product line up will be rolled out which will include a range of styles from modern to retro in portable radios, classic kitchen bench radios, clock radios with iPod compatibility, micro systems with iPod compatibility, iPod attachments to add DAB+ functionality to an iPod and in-car entertainment.

While details of the full range are yet to be finalised following discussions with and input from trade, Bush is already previewing two of its launch products:

Bush DAB201

The Bush DAB201 will continue the company's very successful heritage in retro style radios. The addition of wood effect and cloth grill will give a highly tactile feel to this latest technology product. Whilst full specifications are still to be confirmed, you can be assumed that all the products will make the most of the added services offered by DAB+ and will further enhance these features with additions such as FM and wireless Internet capabilities.





GRUNDIG GMB100DAB

Continuing the support of the highly successful Apple iPod range of accessory products by Grundig, the GMB100DAB will feature an iPod docking station to attach your personal music player. This will give the user the ability to use the high quality speaker system to effortlessly move from DAB+ radio to your own personal iPod music collection.

In addition to the individual features offered by these products, DAB+ offers the user the following great features:

- No Interference – because of the way digital broadcasting works, you will no longer get the hiss and crackle of poor FM and AM stations.
- Easy to use – DAB+ radio works by station names, not frequencies. There will be no more trying to remember frequencies, simply scroll through the stations until you find the name of the station you want.
- More stations – digital technology allows for more stations and programmes to be broadcast, in future you will also be able to access 'listen again' features
- More information – broadcasters will be able to broadcast the name of the DJ, song artist and title straight to your radio.
- Sound quality – in addition to the better quality sound standard on digital radios, DAB+ may also be able to allow broadcasters to transmit in Dolby 5.1 surround sound

Retailers wanting to find out more about what's to come and are interested in being among the first to showcase DAB technology in store should contact Brian Rodgers at Bush Australia on 02 9714 3406.