

# TRANSRADIO SenderSysteme

## TRANSRADIO Rides DRM Potential

**U**nder the new name TRANSRADIO, the former Telefunken SenderSysteme Berlin AG enters the new digital age of broadcasting — Digital Radio Mondiale (DRM).

In 2005, Telefunken SenderSysteme Berlin changed its name to TRANSRADIO SenderSysteme Berlin. Today, TRANSRADIO continues the 100 year Telefunken tradition of innovation.

The name TRANSRADIO dates back to 1918, and, a year later in 1919, TRANSRADIO made history by introducing duplex transmission. We believe the name TRANSRADIO expresses our desire to continue at the leading edge of broadcast technology.

### *Routine schedules*

TRANSRADIO SenderSysteme Berlin specializes in the research, development and design of modern AM, VHF/FM and DRM broadcasting systems, and delivers custom-tailored solutions to meet the needs of its customers.

The professional service of TRANSRADIO ranges from the delivery of transmitters, antenna, power supply and air-conditioning systems to the management of turnkey projects, including all facilities needed to operate a broadcasting station.

During 2005, DRM technology evolved past the testing phase as an increasing number of broadcasters initiated routine schedules of DRM transmissions.

John Sykes, BBC project director for digital radio, was impressed by the reception obtained at the 2005 IFA consumer electronics show in Berlin. "We drove around Berlin in a demo car with a DRM car radio, and obtained very good shortwave reception from both Kvitsøy and Rampisham," Sykes said.

TRANSRADIO has established itself as the world's leading DRM provider. Today, TRANSRADIO has the highest number of installed DRM transmitters in service. 2004–2005 has been another successful period of growth for the company, with an unmatched record of DRM installations.

Recent DRM projects in Germany include installations to handle transmissions by SFN-Berlin, OldieStar Radio, Deutschland Radio, Bayrischer Rundfunk and Deutsche Welle. In Austria, the company delivered a system to the Moosbrunn transmitter site, which carries the BBC World Service.

### *Global interest*

Other projects include those for BCE/RTL Radio at Marnach, Luxembourg; for Telenor/BBC World Service at Kvitsøy, Norway; for VT Merlin at Orfordness, England; for Nozema at Flevoland, Netherlands; for Vatican Radio, for Voice of Russia in Moscow; and for Radio Nacional de España (RNE) in Arganda, Spain.

TRANSRADIO developments in DRM technology continue to generate global interest as a growing number of broadcasters focus on DRM as their choice of transmission standard.

In 2005, the first double DRM exciter standby system, built by Telefunken for Broadcasting Center Europe (BCE), went into service in Marnach, Luxembourg. "The preparation and installation of the new [TRAM/P 600-kW] solid-state transmitters was done within four months by the technical staff of BCE and Telefunken — together with the BCE DRM short-wave transmitters at Junglinster, a national German

DRM radio program will be possible," said Eugène Muller, BCE head of TV and radio transmission.

Many broadcasters, however, still use AM transmitters built in the 1970s and 1980s. TRANSRADIO delivers the solutions to upgrade these systems with DRM exciters.

"I was very impressed that good DRM quality could be achieved with an old Telefunken 500 kW Pantel S4005 transmitter," said Jan Inge Ramsvik, senior engineer in the AM department at Telenor. "These DRM quality parameters are usually achieved only with new modern transmitters," he said.

Recent installations at Orfordness, England, have proved the interoperability of the TRANSRADIO DRM exciter with transmitters from other companies.

### *High-redundancy systems*

TRANSRADIO VHF/FM transmitters cover the entire power range from 5 W to 30 kW. Broadcasting technology is subject to constant change and development, and the ongoing creation of new products and the further development of existing ones is the key element of TRANSRADIO success.

One of the successful new products is the T328X transposer family, introduced in November 2004. In 2005, Swisscom selected Telefunken to deliver a significant number of the T3280 transposers.

Another field of innovation is the delivery of high redundancy systems. TRANSRADIO has many years of experience building all kinds of standby systems: passive exciter



50 kW TRAM50 MF Transmitter Equipped With DRM-DMOD2



VHF/FM Transmitter System for Seven Programs in an (n+1) Configuration

standby, passive transmitter standby, active transmitter standby, (n+1) transmitter standby, etc.

Consequently, TRANSRADIO recently won the frame-contract from Südwestdeutscher Rundfunk (SWR), which includes the delivery of 325X transmitters to 15 locations in Germany, built as (n+1) standby systems.

Our activities around the world, for example in Switzerland, Norway, Swaziland, Malaysia, Algeria and Egypt, have proven our ability to deliver transmitters for all environments.

Transmitter technology is rapidly progressing and TRANSRADIO sees its main activities in the digitization of broadcasting, especially in DRM. In the past, Telefunken set the benchmark in the field of broadcasting and now TRANSRADIO will heavily influence the transmitter technology of the future.



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