

GEAR UP FOR CLEARER, SHARPER RADIO SIGNALS

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Good news for radio lovers in India. The constant static noise will soon become a thing of the past. Clearer, wider, sharper, better quality and cost efficient audio content will reach your households. Wonder how? Even AIR, one of the oldest and premier radio broadcasters, besides BBC, has switched to DRM (digital radio mondiale). AIR alone is making a huge investment to take clearer and relatively uninterrupted signals to radio listeners across India and beyond.

Speaking to *Deccan Chronicle* on Saturday, Yogendra Pal, advisor to the ministry of information and broadcasting and honorary chairman of the Indian chapter of the DRM consortium, said the conventional medium wave and short-wave had several limitations like poor quality, only one service per transmitter and no value added service. This made radio broadcasters across the world look for solutions and they finally developed digital radio mondiale.

"Keeping pace with the digitalisation of radio broadcast All India Radio (AIR) has started upgrading its present transmitters across the country to air programmes in DRM mode, which has several advantages, including FM quality sound for long distance radio stations and receive short text messages to listeners," he said.

Mr Pal also added that during natural disasters the DRM receiver could be used to receive emergency messages from government agencies.