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Singaporean DMB contract to Factum Electronics

Factum Electronics, the world leader in digital multimedia broadcasting (DMB) head-end technology, has won a contract from Singapore based MediaCorp Radio. The equipment supplied by Factum Electronics will include audio encoders, IP inserter, data broadcasting server, ensemble multiplexers, management systems, redundancy switch, and a comprehensive training program. The delivery is based on the latest version of Factum's DMB system providing the possibility of broadcasting both radio and mobile TV using DMB technology.

"MediaCorp Radio has chosen Factum for its excellent performance, which fully meets our requirements. It integrates well with our existing equipment and is compatible with the DAB receivers that were used during our evaluation. The Factum system is very user-friendly, which is critical for ease of operation and configuration. We are also very pleased with its high sound quality." says Asaad Sameer Bagharib, Senior Vice President, Technology & New Media, MediaCorp Radio Singapore Pte Ltd.

"The new multiplexer from Factum offers MediaCorp and its listeners an enhanced digital radio experience and an instant entry to the visual radio and mobile TV market. They will be able to witness the success of DMB technology in general and Factum multiplexer solutions in particular. 'DMB by Factum' is an established concept for user-friendly and flexible systems. Factum is not only offering the solutions to digital challenges, we are setting the standards and are leading the way for the new kind of radio and mobile TV," says Kenneth Lundgren, Managing Director, Factum Electronics AB.

As the world's leading mobile TV solution, T-DMB already offers over 150 different devices and 40 different brands to the consumer. Since its first commercial launch in Korea in December 2005 over 3 million devices have been sold. Further expansion is forecast to boost sales of receivers to 10 million units by the end of 2007.

"We are very pleased to receive this order for a system to broadcast digital radio and mobile TV to the Singaporean market. We have previously made deliveries of our DMB systems to Australia, Canada, China, Korea and throughout Europe. This makes the Factum DMB multiplexer system the world's most successful digital radio and mobile TV platform by far." concludes Hans Runesten, Chairman of Factum Electronics AB and CEO of Effnet Holding AB.

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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 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 and more information about DMB is available at www.worlddab.org. Effnet Holding AB (publ) is traded on the First North list of the Stockholm Stock Exchange, under the ticker (EFN). For more information about Effnet Holding AB (publ), please visit www.effnetholding.se.