

Press release

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Factum confirms market leader position

Factum Electronics AB, global supplier of head end equipment for DAB/DAB+, DMB and NICAM, confirms its position as market leader with orders in all business areas in the end of 2009. Factum Electronics is a wholly owned subsidiary of Effnet Holding AB (publ.).

Factum wins orders for DAB/DAB+/DMB head end equipment

The introduction of digital radio world-wide continues to gain momentum at a careful pace.

- A major operator in Germany confirms its commitment to regional deployment by purchasing its previously leased Factum equipment.
- Vatican Radio in Italy adds another system to its existing Factum installation.
- Wave Media Ltd. in Hong Kong, China, places orders for Factum head end equipment.
- RBC and TRI in Beijing, China, place orders for Factum head end equipment.

Factum wins order for Middleware

Factum recently launched its Middleware offering comprising tools for manufacturers and integrators of DAB/DAB+/DMB hardware. The new products are test vectors for Profile 1, 2, and 3.

- A pioneering win in the Middleware segment is the order from a major car manufacturer in Germany for DAB/ DMB test vectors.

Factum wins orders for NICAM equipment

NICAM remains the digital solution of choice for operators who want a cost-efficient alternative for enhanced audio quality in analogue TV networks. Equipment has been sold to:

- Transmission equipment manufacturer Triada-TV for implementation in Russia.
- German distributor Albrecht.
- Singapore-based distributor Plish Asia.
- Indonesian distributor Triwi Putra Juya.

“These orders confirm Factum’s position as market leader in all our business areas”, says Fredrik Hånell, CEO of the Effnet Holding and Factum Electronics. “Despite slow political decision processes, we see a continuous strong market adoption of digital radio worldwide.”

For more information, contact Fredrik Hånell, CEO, +46 13 36 86 00 or info@factum.se

About Factum Electronics

Factum Electronics AB (www.factum.se), a wholly owned subsidiary of Effnet Holding AB (First North Nasdaq OMX: EFFN, www.effnetholding.se), 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.