



Press Release

“DIGITAL AUDIO BROADCASTING”

KISS FM 92,9:

THE INNOVATOR IN TECHNOLOGY PRESENTS DAB IN GREECE

From the time Kiss FM took to the airwaves officially on May 1st 1993 and up until today, the radio station has always been an innovator in the field of technology.

Kiss FM firstly carried out RDS technology, giving listeners the opportunity to be directly updated, through their receivers, with vast and useful information.

Moreover, following loyally the technological advancements, Kiss FM expanded its transmission potential within its website and through digital technology (throughout the Greek territory) and is currently broadcasting through satellite platform (Hotbird 3). As a result, it has become a strong binding link that bringing Greeks together around the world.

Kiss FM's pioneering initiatives were and are also closely connected with the fulfillments and activities of the Olympic games. In the year 2000, Kiss FM was the only music radio station present in the Olympic games in Sydney, broadcasting live and offering the latest news and updates to its listeners.

Presently, Kiss FM is firstly introducing the **Digital Audio Broadcasting** system in Greece, thus contributing in the joint effort to enhance the image of the country.

In collaboration with the Olympic Municipality of Amaraoussion, where 75% of the Athletic Olympic installations are hosted, Kiss FM presents **DAB** (Digital Audio Broadcasting).

The goal is to offer broad and plenteous information to the thousands of visitors and national and international reporters covering the Olympic events as well as to all Greeks and foreigners involved in politics, sports, financial and public life. Through at least 11 different languages simultaneously, everyone may be able to listen to the latest news and useful reports in addition to a great variety of music programs.

It is noteworthy to mention that this remarkable effort and pioneering initiative has been, for the first time, accomplished in the Olympic games worldwide.