



Revo Announces First Sub £100 Colour Touchscreen DAB/DAB+ Radio



Lanark, Scotland, 20th August 2012: Revo Technologies announces PiXiS - the world's first sub £100 colour touchscreen DAB/DAB+ digital radio.

PiXiS follows in the footsteps of, and shares many family similarities with, Revo's highly acclaimed AXiS hybrid digital radio - voted 'Radio of the Year' at the What Hi-Fi Sound and Vision Awards 2011. It delivers high quality audio performance and features an icon driven colour touchscreen interface, all for the breakthrough price of £99.95 (SRP).

Importantly, PiXiS supports DAB/DAB+ Slideshow, a new feature that allows rich images to be broadcast alongside the standard digital audio transmissions, providing a colourful and informative backdrop to DAB radio broadcasts. Content includes 'Now Playing' screens, news headlines, sports reports, weather information and traffic updates.

David Baxter, Managing Director of Revo Technologies said, "PiXiS is a strategically important product in the development of DAB, and sets a benchmark in the sub-£100 price category. With its support of DAB Slideshow, PiXiS is able to deliver a significantly enhanced user experience, one that truly delivers on the multimedia promise of digital radio by elevating the experience beyond purely audio."

DAB/DAB+ Slideshow transmissions are already supported by a growing number of commercial and public broadcasters in all the main DAB markets, including the UK, Germany, Norway, Denmark, Switzerland, Australia and Hong Kong..

In the UK, Global Radio - the country's largest commercial radio group - has a long-standing commitment to DAB Slideshow with its Capital FM and Heart brands, as well as visualisation on other platforms such as mobile and hybrid radio.

Mike Gordon, Global Radio's Managing Director – Commercial, said: "The introduction of a product that brings to life the functionality of digital radio on a colour screen for less than £100, is a great step forward for digital radio in the UK. Global Radio listeners will now be able to enjoy the full benefits of 'visual' digital radio at an affordable price."

PiXiS is the latest in a long and fruitful collaboration between Revo Technologies and Frontier Silicon, the industry leader in digital radio solutions. PiXiS is designed around Frontier Silicon's recently introduced Venice 8.1 DAB module, running a 3.5" colour touchscreen TFT display, 2.7" custom speaker driver and 3W Class D amplifier.

"One of the key advantages of DAB/DAB+ transmissions is the ability to provide relevant visual information and colourful images synchronised with the audio content of a radio programme." said Prem Rajalingham, VP of Global Sales at Frontier Silicon. "We are delighted our collaboration with Revo has brought such an exciting new product to the market. I am sure consumers will be thrilled with the added dimension this advanced radio brings to their listening experience."

Ford Ennals, Chief Executive of Digital Radio UK, says: "We welcome the launch of the Revo PiXiS digital radio which gives listeners another great way to enjoy all the amazing stations available on digital radio, including the award-winning BBC Radio 6Music, BBC Radio 4 Extra, Absolute Radio 80s and Jazz FM, as well as the traditional FM stations. People love their digital radios and coinciding with new transmitter builds, we are pleased to see a new colour screen digital radio come to market at under £100, providing great sound quality and the widest possible station choice."

PiXiS carries an SRP of £99.95 and will go on sale worldwide on the 17th of September 2012, initially available in three finishes - satin white, satin black and satin silver.

PiXiS can be pre-ordered from today by visiting www.revo.co.uk

Ends

Editor's Notes

About Revo Technologies

Headquartered in Lanark, Scotland, REVO is a multi award-winning designer and manufacturer of high quality digital audio products for the DAB/DAB+, Internet Radio and iPod/iPhone/iPad platforms.

REVO introduced the world's first in-car DAB adaptor in 2005, winning the 'Car Accessory of the Year' award from Auto Express magazine, and famously being dubbed "DAB for the iPod generation." In 2007 REVO developed the first 'hybrid' DAB and internet radio. 2008 saw REVO embrace the new DAB+ standard and introduced the first 'out-of-the-box' DAB+ receiver. In 2009 we were again pioneers... our IKON model being the first multi-format radio to feature icon-driven touchscreen technology and iPod/iPhone docking. In October 2011 our AXiS hybrid radio was voted 'Radio Product of the Year' at the 2011 What Hi-Fi Sound & Vision Awards.

REVO's AXiS hybrid radio is part of the National Museum of Scotland's permanent collection and can currently be viewed as part of the museum's 'Shaping Our World' exhibit.

REVO radios are designed exclusively in the UK and are the proud recipients of multiple Red Dot and iF product design awards.

REVO products are sold in 25 countries worldwide.

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A full range of PiXiS product images for print and web are available for download at <http://www.revo.co.uk/media/gallery-pixis.php>

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