



IMDAAlliance.org

Corporate News

Reference: **IMDA002**

Advisory release: Internet radios to receive certification standard at IFA

Press conference to be held at IFA, ICC Building, room 42, September 6th, 13:30 CET

Northport, New York 24th August, 2009 – At IFA 2009, the Internet Media Device Alliance (IMDA) will announce a baseline certification standard to future-proof standalone internet radio players. Through this, the IMDA aims to protect consumers, broadcasters and manufacturers by aligning the competing technologies used to stream and receive internet radio.

A press conference detailing the IMDA Certification will be held over lunch at 1:30pm CET on Sunday 6th September in Messe Berlin's ICC Building, room 42. A formal release will be issued on Monday 7th September.

The press conference will be followed by the IMDA's IFA Summit, which examines the future of internet connected media devices.

"The industry needs to harmonise the technologies used by device designers and webcasters to ensure neither they nor the end user lose out," commented Harry Johnson, chairman of the IMDA steering committee and president of vTuner.

“The shift in [internet radio] listening habits to dedicated devices, which lack the flexibility of the PC but are much more affordable, needs one standard to be implemented across the entire ecosystem. Else, manufactures will face a technology war, broadcasters will face rising costs and consumers will face owning obsolete products,” summarised Johnson.

The IMDA was launched in 2009 to develop and promote a set of open, interoperable standards and device profiles for internet connected media devices. Its steering committee comprises many of the world's leading players in streaming media: [Awox](#), [BBC](#), [Deutsche Welle](#), [the European Broadcasting Union](#), [Frontier Silicon](#), [Global Radio](#), [Pure](#), [Reciva](#), [SWR](#) and [vTuner](#).

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Notes to editors:

The IMDA's online press pack for the IFA show can be accessed through: www.virtualpressoffice.com/kit/IMDA

Press may attend the IMDA summit free of charge. To reserve a place please RSVP to Claudia Jablonski – claudia.jablonski@imdalliance.org

IMDA Summit agenda

14:30-14:45 Welcome and IMDA introduction - John Ousby, vTuner

14:45-15:30 Presentation of Profile 1 – Andy Giefer, Deutsche Welle

15:30-16:00 Vision of broadcasting in 2 years - Roland Beutler, EBU Future of Radio Group, SWR Engineer

16:00-16:30 Break with refreshments

16:30-17:00 Objective of Profile 2 - Mark Hopgood, Frontier Silicon

17:00-17:30 Social networking - John Ousby, vTuner

17:30-18:00 Wrap up

For further information and reader enquiries:

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About the IMDA:

The IMDA was launched in 2009 to develop and promote a set of open, interoperable standards and device profiles to maximise the growth of a global consumer market in internet-connected media devices.

Underpinning the mission statement are two core activities:

- 1) To define a series of end-to-end technical standards, functions and profiles which will encourage the development of a wide range of compelling mainstream internet media devices with a degree of consistency, while supporting proportionate differentiation for manufacturers and broadcasters.
- 2) To provide B-to-B marketing support to member organisations, and to promote the concept of internet connected devices to consumers, potential members and retailers.

In support of these objectives, the IMDA will also commission custom research to highlight and promote viable business models across the value chain and act as a networking trade organisation for members to share in best-of-practice product development, consumer experience and marketing research.