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DABmotion introduce incentives to train

Celsus have introduced incentives for garages seeking to become 'Registered DAB Installers', with competitive new DABmotion training packages.

Garages are only eligible to apply for and use the installer Digital Radio Certification Mark (or Tick Mark) after completing the official 'IMI DAB Radio Installation Technician Accreditation'. Once accepted, they can use the Tick Mark on promotional materials, and will appear on the IMI Professional Register.

Since April, Celsus have been able deliver training and assessment to this IMI standard. Supervised assessment can be completed at either their Poole-based head office, or at customer site. There's then a 45 minute online exam, completed through the IMI web portal.

"DABmotion can bring all of the pieces of the jigsaw that garage installers will need to fully develop the market for digital radio conversions," said Marketing Director Mark Baker. "We've got a range of options to make it commercially attractive too."

With prices starting from just £199 + VAT for training and assessment, and a new rebate on future purchases of DABmotion ROLA, Celsus say it's the perfect time to get established.

Their flagship DABmotion ROLA digital radio conversion kit is already Tick Mark approved and now retails at under £130 (inc VAT). It can be professionally fitted in around an hour, offering motorists opportunity to enjoy all their favourite DAB stations on the move, through their existing car audio system.

The Tick Mark regime, which applies to both installers and best-in-class products, will be promoted to consumers by Digital Radio UK (DRUK) in the run up to digital radio switchover.

DAB infrastructure investment has already boosted DAB coverage to FM-equivalent levels. A formal switch-over process from FM to DAB will begin once share of listening reaches 50%. 2015 Q1 digital radio listening figures, released by RAJAR in May, show digital's share of listening increased to 39.6%, from 37.9% in Q4 2014.

To find out more about the DAB opportunity, please visit www.dabmotion.co.uk, follow @DABmotion on Twitter or call 01202 664390.

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Further Information :

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Facts about DABmotion

The DABmotion brand was created by Celsus in 2013 for the company's in vehicle DAB digital radio retrofit conversion solutions.

DABmotion DAB1001 launched in July 2013 as a cost-effective universal DAB vehicle retrofit solution. The kit comprised a glass mount antenna, matchbox-sized remote control and compact hideaway 'black box' interface. The system offered a reliable and affordable way to upgrade any car audio system to the wealth of digital radio choice without the need to replace the existing head unit.

Patented AFC auto-tune technology captures seamless digital radio without interference whilst on the move. DABmotion then effectively decodes digital radio and converts it into an FM signal that is transmitted wirelessly to the car's original radio, even displaying track / station / artist information on the display. It can be professionally installed in under an hour.

DABmotion offers recognised training too under IMI Awards for automotive or audio technicians looking to capitalise on growing consumer demand for car DAB radio conversions ahead of a future UK digital radio switchover. Training can be completed on site, in as little as half day, backed by the promise that anyone completing it will be able to confidently install working DAB radio into any car.

DABmotion ROLA was launched in September 2014 to bring a number of improvements to the award-winning DABmotion 1001 kit. DABmotion ROLA is fully 'Tick Mark' approved under the government scheme designed to help the UK public locate best quality products and services.