



Video shows ease of getting DAB through your car radio

DABmotion have launched an informative new video showing UK drivers just how easy it really is to get all those favourite digital listening choices in the car.

Around 70% of new cars now have DAB fitted as standard, thanks to the drive towards a digital future for radio. But few drivers realise digital listening choices are now within easy reach for all, thanks to massive investments in DAB coverage development – and some clever technology.

The 3 minute video is hosted on YouTube and can be seen at https://youtu.be/qt-nWfGU_T0. It's been developed by experts DABmotion, with a leading London video agency, to help motorists better understand the benefits of DAB radio, along with the ways to get it installed.

The short film is based around DABmotion's government Tick Mark approved flagship DABmotion ROLA universal DAB conversion kit. This retails at under £130 inc VAT, and upgrades motorists' existing car radios to digital by using wireless technology, combined with patented AFC auto-retune capability, to deliver interference-free listening on the move.

"DABmotion ROLA can often be professionally fitted in under an hour," said Marketing Director Mark Baker. "The video's there to help drivers understand how simple it now is to access the wealth of DAB stations they enjoy at home on their existing car radio."

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

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DABmotion is a leading brand of in-car digital radio retrofit solutions. The DAB1001 kit brings DAB to any car by using the latest FM modulation techniques, linked with AFC, to decode digital radio and converts this into an FM signal that is transmitted directly to the original car radio wirelessly.

The DABmotion antenna included with the DAB1001 kit can be fitted to either the front or rear window of a vehicle. The DABmotion interface can be located in the glove box, behind the vehicle dashboard, or even in the rear of the vehicle. It may be necessary to consult a qualified vehicle installer about connections, suitable location for the interface or antenna position.