

**BROADBAND.** Sagem Communication recently unveiled a world first, the My Du@lRadio, which accesses radio stations from around the world via Internet, plus local FM radio and MP3 playback. A market is born!

## ANY RADIO STATION YOU WANT



**W**ake up to your favorite song captured wirelessly from your home computer, listen to a Spanish radio station as you breakfast to recreate the atmosphere of a recent business trip to Latin America, or

catch up with Tokyo share prices as you brush your teeth. All this and more is now possible using a single device: My Du@lRadio, the latest “media center” unveiled by Sagem Communication at CeBIT, the information and telecommunications industry’s leading annual gathering, held recently in Germany.

“Today, more and more homes have broadband internet access. Sagem Communication is Europe’s leading manufacturer of residential gateways. It was only logical to start developing devices to interact directly with these boxes without the need for a PC,” explains Jean-Paul Auffray, head of Residential Terminals at Sagem Communication.

### Forward-looking solutions

This was a critical development strategy in the fast-expanding high-speed Internet terminal market. Sagem Communication’s Broadband business group believes that residential gateways are poised to become the backbone of modern communications both in the home and in the corporate world. This is because data rates continue to rise: from 20 megabytes per second (MB/s) today to 100 MB or even 1 GB with fiber to the home (FTTH) technology. To capitalize on the high-speed boom, manufacturers must design increasingly ingenious terminals ready to accommodate

### MULTIFUNCTION RADIO

My Du@lRadio is the first WiFi radio to pack such a rich array of features. It delivers FM RDS, meaning that the name of the radio channel is displayed on the LCD screen (a common feature of most car radios but still rare on home products), as well as all the usual features of a radio alarm clock. The radio also features WiFi to allow users to tune in directly to some 10,000 Internet radio channels, as well as connect the terminal to their home box via Ethernet. WiFi capability enables the radio to “hook up” directly with a PC to listen to music stored there. Finally, the USB port can be used to connect the terminal to an MP3 player or USB key. “This is the first device to give consumers such freedom. Our goal is to position My Du@lRadio as the ideal music center for the entire home,” says Bruno Estève, residential terminals marketing manager at Sagem Communication.

next-generation applications. WiFi radio is a relatively recent development.

“Most products in this nascent segment retail for between 200 and 250 euros and tend to deliver only one service, such as Internet radio,” says Bruno Estève, residential terminals marketing manager and IP radio product manager at Sagem Communication. “We wanted to go one step further and integrate many more features into a product with a cool design and an attractive price.” It is estimated that almost 30% of internet users listen to the radio over the web. “The potential market is huge,” adds Estève. “Many users are expats, who find comfort in listening to radio channels from their home countries, or fans of specialized music genres. We believe that in the first year we should sell 100,000 WiFi radios in France, where more than ten million homes now have broadband access. My Du@lRadio is compatible with all WiFi routers, which means it can operate in any country. Consumers can now sit back and enjoy the radio when, where and how they like it!” ■

E. GILLET

### BENCHMARKS

#### FAST TIME-TO-MARKET

- ▶ **APRIL 2006** Launch of the WiFi Radio project.
- ▶ **JUNE 2006** Finalization of the product design.
- ▶ **AUGUST-DECEMBER 2006** Electronic and mechanical design phase.
- ▶ **JANUARY-FEBRUARY 2007** Software development.
- ▶ **MARCH-APRIL 2007** Finalization and compatibility testing with all off-the-shelf residential gateways.
- ▶ **MAY 2007** market launch of My Du@lRadio in France.