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Date: Mon, 11 Nov 2024 18:55:43 +0530
Subject: Input to TRAI consultation in India
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Dear Sir,

First, let me introduce myself.

I'm from DesaySV Automotive, a Chinese company who has branches in Singapore, Europe, Japan and US. DesaySV sells multiple products related to automotive including infotainment, display, gateway, etc.

Desay currently is supplying radio which is capable of handling DRM_AM in India.

Desay has developed HD Radio and passed the release certification by Experi some years ago though it has not been massed produced.

I've been working with radio related stuff since 1988 and had developed :-
- AM
- FM
- RDS
- DAB
- DRM
- HD

Here are my inputs on the 2 questions :-
1. It really makes sense to have only 1 format rather than 2 competing ones.
   a. Consumer will not be confused
   b. Manufacturing cost will be lower since there is only 1 format to support
   c. Broadcaster doesn't need to prepare for 2 sets of equipment for different locations
2. Since I've developed for both DRM and HD, my vote is to go with DRM. Here are my reasons :-
   a. DRM is OpenSource, no licensing is needed.
   b. For, HD, manufacturer like Desay needs to join as a member plus annual membership fee as well

        i.   Then only the chip supplier like NXP can release the firmware with HD algorithms to us

        ii. Then only the test file supplier like Rhode&Swartz and Franuhofer can sell the relevant test files to us

        iii. Lastly, the developed product needs to be tested and certified by Experi at a cost

Thanks and regards,
Kok Hwa