

CONTACT

Lars-Peder Lundgren
CEO Paneda Sweden
Lars-Peder.Lundgren@Paneda.se

For immediate release

Paneda Proudly Supports FáilteDAB Trial in Ireland *Sweden & Ireland 2025-06-25*

Paneda is proud to support the FáilteDAB trial in Ireland by providing a complete DAB head-end system. This advanced platform enables testing of a wide range of DAB features, including sophisticated metadata capabilities. Designed for multi-multiplexer environments, the system also incorporates redundancy through Paneda's unique SMART switching technology.

The FáilteDAB trial, which started in May, is licensed by ComReg to Foothold Communications. The trial aims to offer a broader and more diverse range of content than what is currently available via FM broadcasting, with the potential for expansion during the license period. Foothold Communications owns and operates transmission towers across Ireland and currently manages over 1,000 radio link and broadcast systems. Broadcasters interested in participating in the trial are invited to apply via the official website: <https://faiitedab.ie>

Stephen Foley, Managing Director of Foothold Communications, says:

"Today marks a significant milestone in Irish broadcasting as we collaborate with ComReg to develop DAB+ services. With 80% of radio listening taking place in vehicles—and all cars sold in Ireland since 2021 equipped with DAB+ as standard—now is the ideal time to expand and enhance this technology to reach a wider audience. We selected Paneda as our DAB multiplexer platform provider, and they have demonstrated exceptional competence and support."

Lars-Peder Lundgren, CEO of Paneda Sweden says,

"We are honored to be chosen for this project and are fully committed to providing the expertise and support needed to ensure its success. We firmly believe that the time is right for Ireland to digitize its radio landscape, and DAB+ is undoubtedly the right path forward. We look forward to contributing our very best to this initiative."

About Paneda:

Paneda develops and sells DAB+ related equipment on an international market and continues to expand its market shares on the international arena with its DAB+ Head-End range of components, currently having over 200 DAB multiplexers in operation world-wide, furthermore Paneda has also delivered over 250 tunnel systems with DAB+ in Norway. The company also operates its own digital TV network (DVB-T2) in Norway having 100 transmitter sites. Paneda has also developed emergency warnings systems over DAB+ that offers complete solutions for different kind of applications.

About Foothold Communication:

Owns and operates transmission towers around Ireland and currently has over 1000 radio link and broadcast systems under management.