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Abstract
Nowadays, various kinds of media transmission systems have been developed rapidly. Thus, a higher quality of received information is requested and a diversity of services is also demanded. In general, the AM or FM radio systems convey audio services only, but they do not provide the multimedia services. The Digital Audio Broadcasting (DAB) system employs the digital communication technologies to improve the shortage of the traditional radio systems. Besides providing a CD-quality audio service, the DAB system has many advantages compared with the AM or FM radio systems, for example, achieving a signal frequency network and providing a good ability of against the severe multi-path effects. The DAB system can convey six high-quality stereo programs and/or multimedia (image, picture, text, and data) services at a data rate of 1.5 M bits/sec. As the DAB technology being developed and the deployment of DAB services, the broadcasting is going to be led to the new era of multi-services.

In this thesis, we focus on the transmission and receiving model analyses for the DAB multimedia services. We also build up a DAB receiving platform. In the transmitter side, an application software is designed which can encode the DAB multimedia data. We employ the Philips PDE452 to transmit images and texts. The developed DAB multimedia receiver can receive and decode the incoming images and texts and then send these data to a PC through a RS232 interface. In the PC, these data are decoded and displayed. The functions of our DAB transmission and receiving system have been verified by receiving BCC DAB multimedia (audio, text and image) services.
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