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Press Release

Quality Status

components. Hyundai Autonet announced on the 17th that it will develop an interactive radio system, and the general public will be able to use the test product by the 4th quarter of this year. This product will be a major product of this year.

A user can purchase products that are shown during the commercial on the interactive radio. The window shows the products list and purchasing price. When the user clicks, users can purchase their desirable item.

The purchase information will be immediately sent to the mobile phone, and this will be automatically stored in the cell phone. The system will also store the purchase history record, and when the user finally confirms the purchase, the ordering process is completed.

For example, if you were to replay certain music that was just played, you would be able to check the played music history record and listen to the music information (music title, artist, album price, etc.). Then, you can purchase the music through the purchasing program with just a few clicks. The ordering information will be automatically stored on the Internet through the cell phone, and after confirmation, the purchasing is completed. You can download the music as a CD.

Not just music, but various other contents such as traffic updates, weather, stocks and entertainment information can be easily received. You can also respond to commercials or talk shows that are performed with this program.

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The interactive radio system is implemented as part of the digital radio system that was jointly developed by Hyundai Autonet (42100) and Motorola, and it is the first in the world.

Digital audio processes all incoming signals with digitalized signals, and uses buttons and other software functions to create an interactive radio system.

For more reliable and better service, Hyundai Autonet has signed a contract with Stratos Audio from the U.S.A., a company that provides high-quality audio service.

Hyundai Autonet is expecting high demand in the U.S.A. and Europe for the interactive radio system due to the increased interest in various content services and new methods. According to a survey released in 2001, more than 80% of the U.S.A. desire to know the title and artist of the music list.

Hyundai Autonet, Motorola and Stratos Audio are jointly performing marketing strategies in the U.S.A. and Europe. Hyundai Autonet will first enter the U.S. market by next year, and is expecting to reap multi-million dollars.

This interactive radio will be the world's first presented on The National Association of Broadcasters Radio Show; U.S.A. national radio exhibition held in Pennsylvania in Oct.). This product will also be presented at the Consumer Electronics Show in Las Vegas - the world's largest electronics exhibition - in January as a special feature product.

> Glossary

*RDS (Radio Data System) = A system that provides content information and messages. In Korea, MBC FM provides the messaging system.

Stratos

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