



RAVENNA



Press Release - for immediate distribution

Munich, March 5th, 2014

CORDIAL officially supports RAVENNA

Today, cable supplier Cordial announced its support of the open media networking standard RAVENNA. Under a special cooperation agreement, Cordial and ALC NetworX have collaborated on the manufacture and promotion of a RAVENNA-branded CAT5 cable for professional use.

To support the growing RAVENNA ecosystem, Cordial has created a heavy duty data cable with a RAVENNA imprint and a light green coloured PUR jacket. The RAVENNA cable conforms to the CAT 5e transmission standard and features an extraordinarily robust construction and quality that provides many benefits in daily use, i.e.:

- reliable connectivity, even in rough mobile use like live concerts, moving stages and mobile equipment;
- minimised bit errors and packet losses, resulting in a reliable network set-up;
- improved network cabling overview through intuitive and easy visibility of RAVENNA signal paths.

States **Georg Withof, Product & Market Manager, Cordial**: *“Cordial is known as a supplier of reliable and durable cables for pro-audio and the music industry. The RAVENNA data cable underlines our own claim to deliver products that customers genuinely rely on for a long time - even in challenging environments. Following our Cordial DNA we are happy to promote transparency and openness and we are especially pleased to support the open and very promising RAVENNA standard for media networking.”*

Andreas Hildebrand, Senior Product Manager of ALC NetworX, adds: *“We are gratified to note a growing interest in RAVENNA, particularly from companies providing solution-agnostic network infrastructure. While suitable data cables from any manufacturer can of course be used with RAVENNA, we immediately recognized the benefit of having a dedicated, easy-to-identify network cable in place, specifically in mobile environments. Plus, the experience and reputation of Cordial as a supplier of sturdy, high-quality cables for professional use adds a significant amount of reliability to the underlying network infrastructure.”*



RAVENNA



About Cordial GmbH

Cordial GmbH has been in the audio and sound business since 1995, supplying a wide range of dedicated cables and adapters for MI and pro audio customers. Today our portfolio features a wide assortment of instrument, microphone and loudspeaker cables as well as analogue multicore systems, numerous adapters and DMX, MIDI and digital media protocol cables.

Despite the vast product range, one characteristic has remained constant over the years: Cordial offers extraordinary cables in high quality and perfection and exclusively uses NEUTRIK connectors. Today the corporation holds a worldwide distribution network and manufacturing bases in Germany, England, Czech Republic and China.

Cordial strictly adheres to its three guiding principles: superior quality - reliability - fairness. These principles we live by, focused on very high product standards, individual and competent customer support and fast distribution combined with a proficient product service.

About RAVENNA

RAVENNA is a technology for real-time distribution of audio and other media content in IP-based network environments. Utilizing standardized network protocols and technologies, RAVENNA can operate on existing network infrastructures. RAVENNA is designed to meet the strict requirements of the pro audio market featuring low latency, full signal transparency and high reliability.

While primarily targeting the professional broadcast market, RAVENNA is also suitable for deployment in other pro audio market segments like live sound, install market and recording. Possible fields of application include (but are not limited to) in-house signal distribution in broadcasting houses, theaters, concert halls and other fixed installations, flexible setups at venues and live events, OB van support, inter-facility links across WAN connections and in production & recording applications.

Unlike most other existing networking solutions, RAVENNA is an open technology standard without a proprietary licensing policy. RAVENNA is fully compatible with the recently published AES67-2013 standard on High-performance streaming audio-over-IP interoperability.

About ALC NetworX GmbH

ALC NetworX is an R&D company in Munich, Germany. A team of experts with excellent reputation from the Pro Audio industry and in-depth knowledge in



RAVENNA



networking technologies has been assembled to develop the RAVENNA technology platform. While ALC NetworX will continue to keep the lead role in the RAVENNA technology development, product implementations will be executed by individual partner companies. Current partner companies include AEQ, AETA, Archwave, arkona, Axia, Digigram, Dimetis, DirectOut, DSA Volgmann, Genelec, Infomedia, Lawo, Linear Acoustic, LSB, Merging, MTS, Neumann, Omnia, Qbit, Schoeps, SCISYS, Sonifex, Sound4, Telos and WorldCast systems.

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