



Press Release - for immediate publication

Munich / Scottsdale, AZ, March 28th, 2014

Orban to integrate RAVENNA

Orban, a world-wide leader in audio processing for television, radio, and Internet broadcasting, signs RAVENNA partnership.

Orban, a household name in broadcasting, particularly known for its world-famous **OPTIMOD** sound processors, has announced their decision to engage in a RAVENNA technology partnership. Building blocks available from ALC NetworkX, the company behind RAVENNA IP-based real-time media networking technology, allow a fast implementation of open standard network connectivity into Orban products. With RAVENNA, Orban products can now connect to other RAVENNA-enabled devices, including (but not limited to) Axia's Livewire products. Through native support of the new AES67 interoperability standard, all RAVENNA-enabled products are future-proof with respect to network interconnectivity.

Greg Ogonowski, Vice President of New Product Development at Orban: *"We're delighted to be able to offer RAVENNA networking and connectivity solutions to our customers. RAVENNA was born of a need to offer high quality, reliable audio networking and is currently the only solution on the market that is fully AES-67 compatible. Furthermore, the developers of RAVENNA come from a broadcast background and so they fully understand the highly demanding requirements of a broadcast environment. By implementing RAVENNA in our devices, we are investing in the next generation of audio systems deployment and offering our customers a future-proofed infrastructure based on an open technology standard."*

"However, it's not just about investing in the future," continued Ogonowski. "It's also about what RAVENNA can offer us today, and that's a pretty long list already: our customers will benefit from the low-cost wiring and easy configuration of audio-over-IP transport; compatibility with affordable Ethernet routers and switches; extremely low latency and precision timing; easy expansion and network configuration; Windows Audio compatibility (MME/WASAPI); and of course the peace of mind that comes with standards-based interoperability."

Andreas Hildebrand, Senior Product Manager of ALC NetworkX, is also pleased with the partnership. *"We are delighted to see growing adoption of the RAVENNA technology, specifically by US-based solution providers,"* he commented. *"With Orban, a pioneer in sound processing and best-known for their famous OPTIMOD, we welcome yet another manufacturer of world-class broadcast products and solutions to the RAVENNA community. By integrating RAVENNA's AES67-compatible audio-over-IP streaming technology, Orban builds on standardized and future-proof network interoperability for their advanced sound processing solutions."*



About Orban:

From ESPN to the BBC, Orban products are at work in radio and television stations around the world. Designing audio products for the challenges of broadcasting has kept Orban busy, and successful, for over thirty years.

In fact, Bob Orban founded the company because he wasn't happy with the sound of albums being heard on the "new" stereo FM stations. So he developed the OPTIMOD solution that combines several processing structures into a single box to maximize loudness and still meet government broadcast regulations.

OPTIMOD is still the largest selling Orban product as we move from analog transmission to the new digital media of DTV, DAB and Webcasting.

It is this focus on radio and television that makes Orban's products the choice for broadcasters worldwide.

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 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 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, Cordial, Digigram, Dimetis, DirectOut, DSA Volgmann, Genelec, Infomedia, Lawo, Linear Acoustic, LSB, Merging, MTS, Neumann, Omnia, Qbit,



Schoeps, SCISYS, Sonifex, Sound4, Telos, and WorldCast Systems. Interested manufacturers are welcome to join the RAVENNA partner community.

Contact information:

ALC NetworkX GmbH
Am Loferfeld 58
81249 Munich
Germany

Orban Corporate Headquarters
Nabro Able LLC,
An Arizona Limited Liability Co.
8350 E. Evans Road - Suite C-4
Scottsdale, AZ 8526
USA

Phone: +49 (89) 44236777-0
Fax: +49 (89) 44236777-1
Email: [ravenna\(at\)alcnetworx.de](mailto:ravenna(at)alcnetworx.de)
Url: ravenna.alcnetworx.com

Phone: +1 480.403.8300
Fax: +1 480.403.8302
Email: [drusch\(at\)orban.com](mailto:drusch(at)orban.com)
Url: www.orban.com