Press Release -- for immediate publication

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Qbit signs RAVENNA Partnership @ IBC 2012

Just after IBC 2012 opened their gates, German codec manufacturer Qbit signed up for RAVENNA partnership.

With **Qbit** - well-known for their high-performance IP codecs – another company engaged in the field of broadcast decided to support the RAVENNA IP-based real-time media networking technology.

Michael Bläsi, CEO, Qbit: *"We are pleased to become RAVENNA partner. For our ACIP2 / EBU Tech 3326 compatible Multi Channel IP Audio Codec Q560, Qbit was looking for additional, network-based connectivity, supplementary to the existing analogue and AES3 paths. We chose RAVENNA as it is based on freely available open standards, which is mandatory for us. Also important has been the fact that it is using RTP/IP as does our already existing platform. This will preserve compatibility of our codec products with upcoming network standards to the benefit of customers' investments.*

RAVENNA will surely play a major role in the future of audio signal distribution."

States **Andreas Hildebrand, Senior Product Manager of ALC NetworX**: *"With Qbit, another high-end ACIP-compatible codec manufacturer is joining the RAVENNA group. The increased interest of companies providing codec products utilizing the ACIP protocol is reflecting the latest liaison between EBU ACIP2 and AES X192 task groups. This liaison just comes naturally as both protocols are based on IP und use similar transport techniques. As RAVENNA is incorporating the emerging AES X192 as an operating profile, Qbit will be one of the companies providing bridging devices between RAVENNA and ACIP.*

About Qbit:

Qbit GmbH have developed a wide range of products for the professional audio and broadcast industry over the last 10 years. With Qbit´s founder Michael Bläsi being one of the pacemakers of digital audio transport as developer of the trendsetting DIALOG4 MusicTaxi back in the early 1990s, experience in this field goes way beyond this period.

When it comes to reliability and sustainability, Qbit products are first in line, which is why broadcasters all over the world rely on Qbit products. With our clear focus on professional audio and broadcasting we are committed to no-compromise quality and 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 will also be 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 will be an open technology standard without a proprietary licensing policy.

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, arkona, Axia, Digigram, Dimetis, DirectOut, DSA Volgmann, Genelec, Infomedia, Lawo, Linear Acoustic, LSB, Merging, Neumann, Omnia, Schoeps, Sonifex, Sound4 and Telos. Interested manufacturers are welcome to join the list of current partner companies.

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