



RAVENNA



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SOUND4 signed up for RAVENNA Partnership @ IBC 2011

Following the series of new RAVENNA partners announcements just prior to IBC, French company SOUND4 now has decided to also join the RAVENNA partner community.

With SOUND4, a young and very dynamic company specialised in audio signal processing, decided to support the RAVENNA networking technology within their range of IP-enabled sound processing products.

Vincent Defretin, Product Manager, SOUND4: *“SOUND4 is excited to announce this new partnership for RAVENNA technology integration. At SOUND4 we really believe on RAVENNA standard and its future potential. Of course RAVENNA is not the only solution for Audio over IP, but the concepts and foundation proves the reality of this new standard, as it is already adopted by many other manufacturers.*

At SOUND4 we have many ideas about products and projects around RAVENNA standard. The first product with RAVENNA-embedded IP will be the SOUND4 Voice “R” (R like RAVENNA-compatible). Based on the new PCI express platform, SOUND4 will propose very soon its fabulous 8 channel, 3-band Voice Processor.”

States Andreas Hildebrand, Senior Product Manager of ALC NetworX: *“With SOUND4 we welcome another French company to the RAVENNA group. Their experience in audio processing technology and their ability to combine this into IP-enabled products is welcomed strongly as it will contribute to the variety of functionality required in the professional broadcast domain and - together with the existing members - broaden the spectrum of RAVENNA-enabled products and solutions for the Professional Broadcast market. The growing support for the RAVENNA community underlines the demand for an IP-based media distribution technology based on open technology and standards.”*

About SOUND4:

SOUND4 is a French Company based in Lyon, launched in 2007. SOUND4 team is armed with a solid experience in Broadcast Sound Processing (up to 27 years!). SOUND4 has completely revamped the Broadcast Sound Processing environment, its philosophy is to propose real multifunction products (Broadcast Sound Processing + RDS + Audio Backup + Audio Routing + Audio IP) to reduce cost investments (up to 70% than traditional solution), gain in reliability and flexibility. SOUND4 Products are in the “green way” because it save power consumption, space and emitted



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temperature... Today SOUND4 has already sold up to six hundred products, SOUND4 is considered as the new challenger in its domain. In 2010 SOUND4 has launched a complete Audio over IP networking solution which is the first to propose a full dynamic networking management and received the Innovation Trophy for its new SOUND4 Voice.

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 AETA, Digigram, DirectOut, DSA Volgmann, Genelec, Innovason, Lawo, LSB / VSM Control, Merging Technologies, Neumann, Schoeps and Sound4. Interested manufacturers are welcome to join the list of current partner companies.

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