



# RAVENNA



Press Release - for immediate release

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## **Sonifex Ltd, first UK-based manufacturer to join the RAVENNA alliance**

While having recently attained strong support in the US from The Telos Alliance and in China from Infomedia, RAVENNA is now gaining ground in the UK. With Sonifex Ltd, a pioneer manufacturer in broadcast audio equipment suited in the heart of the UK, the first British company joined the RAVENNA alliance of manufacturers.

With its well-known name originating from NAB cartridge machines, which had their heyday in the 1980's & early 90's, Sonifex has been in business for over 43 years. While over 90% of British radio broadcast studios have in the past used some form of Sonifex equipment, today the company's products are distributed to more than 60 countries world-wide.

**Marcus Brooke, Managing Director of Sonifex:** *"For a few years we've been looking for an open standard for IP audio connectivity - for some of our newer products we needed an Ethernet-based audio streaming protocol for multi-channel audio with sub-sample synchronization accuracy, whilst still maintaining a very low latency....and then came along RAVENNA. Combined with its open nature, RAVENNA is the perfect technology for us."*

*Also, the timing was right for us to starting using RAVENNA, given the need for this kind of open standard in the broadcast world and the increase in dominant technology-based broadcast companies joining the RAVENNA consortium. I'd like to think that one day, quite soon, all broadcast products will be able to talk to each other using RAVENNA."*

**Andreas Hildebrand, Senior Product Manager of ALC NetworkX:** *"With Sonifex Ltd. we see one of the most renowned broadcast audio equipment manufacturers of the UK committing themselves to RAVENNA as their preferred technology for high-speed IP-based networking solutions. Sonifex' product portfolio is a perfect complement to the offerings of the already established RAVENNA partners."*

*About Sonifex Ltd.*

Sonifex have been manufacturing high quality, reliable professional audio & video equipment for radio and television studios for over 43 years and have a wide portfolio. With a background in high quality audio products, Sonifex have expanded their product range to include 3G, HD & SD-SDI video embedders, de-embedders and Dolby® E and Dolby Digital encoding and decoding solutions.



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The Redbox range of audio interfaces include mixers, source selectors & switchers, microphone amplifiers & limiters, digital converters, tone generators, video d.a.s, video de/embedders, talkback & commentary products. Also available are audio monitors, meters and monitor controllers, telephone hybrids, logging equipment, LED studio signs, radio broadcast mixers & studio packages. New in 2012 are the Pro Audio Streamers, IP streaming solutions.

#### *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.

Unlike most other existing networking solutions, RAVENNA will be an open technology standard without a proprietary licensing policy.

#### *About ALC NetworX GmbH*

ALC NetworX - an R&D company in Munich, Germany - assembled a team of experts with excellent reputation from the Pro Audio industry and with in-depth knowledge in networking technologies 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 technologies, Axia, Digigram, DirectOut, DSA Volgmann, Genelec, Infomedia, Lawo, Linear Acoustic, LSB, Merging Technologies, Neumann, Omnia, Schoeps, Sound4 and Telos. Interested manufacturers are welcome to join the RAVENNA community.

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