



# RAVENNA



Press Release - for immediate release

Munich / Beijing, May 24<sup>th</sup>, 2012

## **RAVENNA stretches out into China – Infomedia signed up for RAVENNA Partnership**

Following Telos Alliance' RAVENNA partnership announcement at NAB, RAVENNA now arrives in Far East: Infomedia, the leading professional audio technology company in China, just recently signed-up for RAVENNA partnership.

**Zhou Nan, CTO of Infomedia:** *“Infomedia is actively engaged in the development of audio routing units based on networking technology. A defined and low latency is one of the key issues for audio routing systems made for radio stations. Another important issue is synchronization of digital audio clock among the routing units. Since up to now it has been impossible to guarantee a fixed synchronization of digital clock and very low latency with any regular audio-over-IP technology in existence, Infomedia had chosen CobraNet as the transmission and routing protocol some time ago. But as a protocol on the data link tier, CobraNet has some problems with flexibility and scalability.*

*RAVENNA, as an innovative technology, offers the flexibility and scalability of an IP-based protocol, but adds accurate synchronization of digital audio clock together with a fixed and ultra-low latency. RAVENNA offers even more features which are also very important to radio customers, i.e. RAVENNA provides high-availability of network connectivity with two network ports in one module.*

*That's why Infomedia decided to become a RAVENNA developer's affiliate.”*

**Andreas Hildebrand, Senior Product Manager of ALC NetworkX:** *“We are extremely happy, that - after receiving strong commitment in the US through Telos Alliance - RAVENNA technology has now arrived in China: With Infomedia one of the leading companies in pro audio business has decided to become a RAVENNA partner. Infomedia has already gained substantial experience in the field of audio networking through their CobraNet implementations. We are very confident, that the skills of Infomedias R&D team will lead to a high-performance RAVENNA implementation into their devices as well as to excellent support for RAVENNA-based network roll-out.”*

### *About Infomedia*

Infomedia is a high-tech company in China, serving the professional broadcast market for over 10 years. Clearly being the No. 1 professional audio technology company in China, Infomedia is also a leading audio technology company around the world. Infomedia provides end-to-end solution for radio and new media industry with strong expertise in digital recorder technology and radio automation systems. Our solutions



# RAVENNA



include audio and video editing systems, radio and video play-out systems, MCR software for radio, networked audio routing systems, streaming platforms, IP audio codec technology, portable audio recording units and media asset management software.

## *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 NetworkX GmbH*

ALC NetworkX - 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 NetworkX 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.

## Contact information:

ALC NetworkX GmbH  
Am Loferfeld 58  
81249 Munich  
Germany

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

Infomedia Digital Technology Co., Ltd.  
FL5, B Building, Print Academy,  
No 2, Cuiwei Road, Haidian District  
Beijing, China

Phone: +86-10-51650197  
Fax: +86-10-68287868  
Email: [sales\(at\)infomedia.com.cn](mailto:sales(at)infomedia.com.cn)  
Url: [www.infomedia.com.cn/en](http://www.infomedia.com.cn/en)