



RAVENNA



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arkona technologies adds video to the RAVENNA Community

In the vicinity of NAB opening doors, ALC NetworX is proud to announce the enforcement of the RAVENNA community by *arkona technologies*. With *arkona technologies*, the first company engaged in development of video processing and distribution products, has chosen RAVENNA technology as their IP-based transport platform.

Rainer Sturm, CEO arkona technologies, about Ravenna: "We at arkona technologies strongly believe that the future of broadcast production and distribution will be IP-based. Increasing capabilities of commodity IT hardware and availability of 10Gbps Ethernet infrastructure and beyond will end dependence on industry-specific linear connections. CAT6 or fiber carrying real time HD/3G video will drive the next technological evolution of production equipment. With arkona technologies' objective to design best-in-class Video & Audio production tools, choosing RAVENNA technology as the basis for our demanding IP connectivity requirements is just a logical consequence for us. As an open technology based on IT industry standards, RAVENNA offers the flexibility to adapt to the arising challenges of delivering unsurpassed video and audio distribution quality and performance."

Andreas Hildebrand, Senior Product Manager of ALC NetworX: "With arkona technologies, the first company being intensively engaged in high-end video processing and distribution technology now joins the RAVENNA community. This adds another flavor to the wide spectrum of use cases and application scenarios being served by current RAVENNA partners. We are excited to see RAVENNA being chosen as the underlying technology for the supreme demands and challenges arising from real-time distribution of HD/3G video signals over standard IT infrastructure. The backing of arkona technologies sure is another step for RAVENNA towards an industry-wide accepted standard for IP-based real-time media distribution."

About arkona technologies

Founded in 2010 by previous members of Grass Valley's video switcher engineering team in Weiterstadt, Germany, *arkona technologies* started in 2011 with the development and distribution of top-grade video signal processing IP-Core solutions for professional applications in Broadcast and ProAV business. The team is also working on a revolutionary embedded multi-format format 3D video & graphics processing platform for more efficient and cost-effective live video production tools and infrastructure solutions.



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

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