

**Press Release - for immediate publication**

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**Genelec launches 8430, the first RAVENNA/AES67 IP studio monitor**

ISE 2016 saw the launch of the world's first IP studio monitor, the 8430 from Genelec. Based on RAVENNA technology for audio transport, and thus fully AES67-compatible, the [8430](#) is the culmination of many years of intense research since Genelec demonstrated its first audio-over-IP showcase system at ISE 2010. At the time the showcase was selected as one of the 'Picks of ISE 2010' as it was recognised as among the best new innovations presented at the show. Since then, much has happened in the world of audio-over-IP, including the publication of the AES67 interoperability standard in 2013. AES67 - and thus RAVENNA as the only natively AES67-compatible audio transport technology - is now fast gaining acceptance as the industry's route to interoperability and is rapidly establishing audio-over-IP in the mainstream.

As such, the [8430](#) is the result of several years of concentrated R&D into AoIP by Genelec, who feel that the time is now right to launch this advanced solution. According to Genelec's managing director, Siamäk Naghian, "We believe that audio-over-IP networking, using systems fully compatible with open and global standards, is the right, reliable and robust way to address the future needs of the audio market. By launching 8430 we are a significant step closer to this reality," he says. "With the technological progress that has been made in the field and the serious involvement with AoIP by broadcasters and other customers, we feel there is potential for a well-engineered monitor to provide both the convenience and high performance benefits that IP networks can deliver. We think that the 8430 is exactly that monitor and I anticipate an enthusiastic reception of the product amongst the audio community. Audio over IP is no longer the future of monitoring, it is here now."

The 8430 combines exceptional connectivity options; first, using a RAVENNA/AES67 signal, (the AoIP industry standard) via the XLR-housed RJ45 connector, and second, using a standard analogue signal via a balanced XLR connector. As part of the Genelec SAM Series, the 8430 shares identical electro-acoustic features such as Genelec MDE™ and DCW™ technologies, a flow-optimized reflex port, very low distortion, high SPL and wide, uncoloured response in a very compact enclosure - all this achieves the most accurate sound reproduction possible.

Also, as member of the SAM Series, the 8430 uses the highly intuitive Genelec Loudspeaker Manager (GLM™ 2.0) control network and software which allows adjustments of all aspects of monitor settings and full system control. As a central part of GLM, Genelec AutoCal™ automatically ensures every monitor on the network is aligned for level, timing, as well as compensation of room response anomalies.

Andreas Hildebrand, RAVENNA Evangelist at ALC NetworkX, developers of the RAVENNA high-performance media-over-IP networking technology, comments: "After

introducing their prototype AoIP solution at IBC 2010 and their on-going contribution as one of the first members of the RAVENNA community, we are delighted to congratulate Genelec on delivering the first commercially available RAVENNA/AES67-enabled high-end studio monitor system to the industry. An industry first, the 8430 is set to become an indispensable tool in IP networked audio systems in music studios, post-production houses, digital edit suites, radio, TV and outside broadcasting applications.”

*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 is also 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 is an open technology standard without a proprietary licensing policy. RAVENNA is fully compatible with the AES67-2013 standard on *High-performance Streaming Audio-over-IP Interoperability*.

*About ALC NetworkX GmbH:*

ALC NetworkX 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 developed 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 2wcom, AEQ, AETA, Archwave, ARG, arkona, Axia, Calrec, Cordial, Coveloz, Digigram, Dimetis, DirectOut, DSA Volgmann, GatesAir, Genelec, Infomedia, Jutel, Lawo, Linear Acoustic, LSB, Luminex, Meinberg, Merging, Modulation Index, MTS, Neumann, Omicron Lab, Omnia, Orban, Qbit, Riedel, Schoeps, SCISYS, Sennheiser, Sonifex, Sound4, Telos, Ward-Beck and WorldCast Systems. Interested manufacturers are welcome to join the RAVENNA partner community.



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