



**Press Release – for immediate publication**  
*Munich/Zurich May 2016*

**SLG Broadcast AG becomes first systems integrator to join RAVENNA partner community**

SLG Broadcast AG has become the first systems integration house to join the RAVENNA partner community, membership of which is increasing exponentially. Headquartered in Zurich, Switzerland, SLG Broadcast also has offices in Germany and Austria and is one of the leading broadcast systems integrators and distributors in the region. As suppliers of consultancy services in the areas of networked radio and TV content workflows, sound design and system design as well as ready-to-use solutions and a range of products from selected manufacturers, their main customers include both public and private broadcasters in addition to other systems integrators.

One of SLG's most recent projects using RAVENNA was the refit of the University of Freiburg's campus radio station, Echo FM. SLG used a number of switches from ARG (another RAVENNA partner) to form the backbone of a distribution network linking several locations via RAVENNA AoIP utilizing its integral AES67 interoperability capability. The system also included equipment from Lawo and DirectOut.

"Since the very beginning of SLG, VoIP and AoIP technologies have been the focus of our business," said Marc Straehl, CEO of SLG Broadcast. "We learned how to integrate successfully into customers IT environments and to negotiate all the possible misunderstandings with IT departments in order to deliver rock-solid AoIP systems. To make sure that we always provide the very best service, we have invested in a lot of different equipment and high-end measurement gear. We have completed numerous projects deploying AoIP technology in general and RAVENNA technology in particular, so it is therefore a completely logical step for us to become a RAVENNA partner. Our mission at SLG Broadcast is to assure the successful migration from baseband to IP-based realtime production environments. We are experts in radio and TV content production workflows and we are pleased to share our expertise and customer feedback with the RAVENNA community at large."

RAVENNA evangelist, Andreas Hildebrand from ALC NetworX is in full agreement: "RAVENNA technology has made its way into all sorts of broadcast-related projects. Now that so many RAVENNA products are available on the market, the need for expertise in system planning and implementation increases concurrently. Hence we are delighted to welcome on board SLG who have already successfully implemented several RAVENNA-based projects. With SLG's membership we now expand the RAVENNA partner community which consists largely of device manufacturers, infrastructure equipment suppliers and OEM solution providers with expertise from experienced system integrators,



thus easing the integration of RAVENNA products and technology into real-world projects.

*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 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 developed 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 2wcom, AEQ, AETA, Archwave, ARG, arkona, Axia, Boldburg, 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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