



# Press Release -- for immediate publication

Munich, July 12th, 2011

### RAVENNA introduced to AES and EBU standardization bodies

Following the public release of the first RAVENNA Specification Draft, ALC NetworX has introduced RAVENNA to work groups and committees at AES and EBU.

From the beginning it was intended to create with RAVENNA an open-technology standard for the Pro Audio community. Thus, it was just a consequent step to present the intermediate achievements of the RAVENNA technology to the principal standardization bodies related to professional audio and broadcasting.

During the European AES convention in London the open-technology approach of RAVENNA has been introduced and elucidated to AES WG SC-02-12 as well as to the Technical Committee on Networked Audio Systems (TC NAS). Consequently, ALC NetworX and their RAVENNA partners are also participating in the current SC-02-12-H Task Group for audio interoperability over high-performance IP networks (X192).

At the annual EBU seminar on Networks in Geneva, RAVENNA has been introduced to the EBU Expert Community on Networks (ECN) and to a large audience of experts from the EBU broadcaster's community. Presentations are available for download at <a href="http://tech.ebu.ch/events/networks11">http://tech.ebu.ch/events/networks11</a> (registration required).

## 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, interfacility links across WAN connections and in production & recording applications.





## 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 Genelec, Lawo, Merging Technologies, Innovason, DirectOut, Schoeps, LSB / VSM Control and DSA Volgmann. Interested manufacturers are welcome to join the list of current partner companies.

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