

Press Release - for immediate publication

Munich/Terneuzen, October 2016

Broadcast Partners (NL) joins RAVENNA community

Full service provider to the radio broadcast industry, Broadcast Partners, has become the latest member of the ever-growing RAVENNA partner community. Headquartered in Terneuzen in the Netherlands, Broadcast Partners also has offices in Hilversum, the hub of media-based industry in the Netherlands, and in Leipzig in Germany. The company provides broadcast technology products, software solutions, consultancy and network operation services for radio stations, production companies and governments. Broadcast Partners offer their services worldwide and is the market leaders in broadcast network development and operations in the Netherlands, Belgium, Denmark and Germany.

Broadcast Partner's R&D manager, René van de Kolk, is pleased to see the company become the latest RAVENNA partner. "IP is becoming more and more prevalent in the media industry, if not to say standard in certain environments," he said. "As full service provider to the industry, it's therefore our job to ensure that we remain at the forefront of innovation to provide our clients with the best and most future-proof solutions that the market has to offer. RAVENNA technology is clearly an important element in the IP for broadcast world, and so it's natural that we want to support it."

"We have just released a new version of our AerOn Studio radio automation software with integrated hybrid modules that offer a range of options for all kinds of radio stations," continued van de Kolk. "The modular design makes the software fully scalable to suit the needs of any studio, and easily expandable when required. The implementation of RAVENNA technology makes AerOn Studio a truly state-of-the-art playout product."

RAVENNA evangelist Andreas Hildebrand is also happy to welcome Broadcast Partners into the RAVENNA fold. "As René rightly points out, IP workflows are becoming more and more the norm in broadcast environments and therefore we are seeing an exponential increase in the use of RAVENNA technology," he commented. "It's very encouraging to see service providers such as Broadcast Partners joining the community with the clear intention of implementing RAVENNA technology in general, and better still that they have adopted it for their own playout system. With the help of community members like Broadcast Partners, we are looking forward to the continuing upward trend of RAVENNA implementation in the broadcast market."

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 AES67-2015 standard on *High-performance Streaming Audio-over-IP Interoperability*. Liaisons with standards organizations and industry alliances (e.g. AES, AIMS, AMWA, MNA, SMPTE and others) ensure the close alignment of RAVENNA technology with current industry trends.

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, such as Archwave, Genelec, Lawo, Merging, Sonifex and others. For a complete list of current partner companies, please see <http://www.ravenna-network.com/partners/>.

Interested manufacturers are welcome to join the RAVENNA partner community.

About Broadcast Partners:

Founded in 1979, Broadcast Partners is a premier supplier of professional products and services specifically targeted at the radio broadcasting market. Over the years, the company has evolved from a technical facility provider for radio stations in Belgium and the North-Western part of France to a professional international full-service organization and broadcast network operator, with offices in Terneuzen, Hilversum and Leipzig.

Contact information:

ALC NetworX 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)
Web: ravenna-network.com

Broadcast Partners
Axelsestraat 58
4537AL Terneuzen
The Netherlands
Phone: +31 (0) 115 683 555
Email: info@broadcastpartners.nl
Url: www.broadcast.partners
www.aeron.studio