

MEDIA NETWORKING ALLIANCE

137th AES Convention
October 9-12
Los Angeles Convention Center
Booth 1152

AES hosts launch of Media Networking Alliance supporting AES67: panel presentation and inaugural membership meeting during convention

Media Networking Alliance, Bothell, Washington, USA. The forthcoming 137th AES Convention will host the launch of the newly formed Media Networking Alliance (MNA). The alliance, comprising leading industry proponents, adopters, developers and suppliers of media networking technologies, will present a panel session during *AES Los Angeles 2014 Networked Audio Track Event N7*, on Friday October 10 at 4:00 pm, followed by its inaugural membership meeting at 5:00 pm.

The MNA has been formed to promote adoption and support adopters of the newly ratified AES67 standard. Twenty professional audio and broadcast technology companies are already committed to membership, and the alliance's activities during AES are intended to promote awareness and knowledge of the new audio-over-IP interoperability standard, and widen membership of the MNA throughout the professional audio and broadcast media industries.

The inaugural membership meeting will be hosted by the alliance steering committee members; Bill Scott, Vice President Engineering & Technology Bosch Communications Systems, Terry Holton, General Manager Yamaha R&D Centre, Stefan Ledergerber, Director R&D Lawo Group, Marty Sacks, Vice President and Executive Director, Axia Audio, the networked audio division of The Telos Alliance, and Rich Zwiebel Vice President Systems Strategy, QSC.

The same members will present the *Networked Audio Track Event N7* panel session: *How the Newly Formed Media Networking Alliance Will Support AES67 Adopters*. The panel discussion will include the following topics: What is AES67? Why is AES67 important for our industry? What is the MNA mission? How will the alliance benefit its members?

<http://www.aes.org/events/137/networkaudio/?ID=4245>

AES67 is a new Ethernet based networked audio-over IP interoperability standard. It is a layer-3 protocol suite based on existing standards, designed to enable interoperability between various IP based audio networking standards, such as RAVENNA, Livewire, Q-LAN and Dante. The standard was created to address the interoperable operation of different high-performance networked audio transport systems, compatible with live-sound reinforcement, broadcast and fixed installations. AES67 provides comprehensive interoperability recommendations in the areas of synchronization, media-clock identification, network transport, encoding and streaming, session description, and connection management. The network performance to meet these requirements is available on local-area networks (LANs) and achievable on enterprise-scale networks.

For more information, visit www.medianetworkingalliance.com

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