IBC 2016
9- 13 Sept: RAI Amsterdam, the Netherlands
Booth 8.C94

Media Networking Alliance promotes AES67 at IBC 2016

AES67 gains momentum, with dozens of live demos from MNA members around the show floor

Media Networking Alliance, Bothell, Washington, USA, 31 August 2016. The Media Networking Alliance (MNA) – the professional industry alliance established to promote awareness and uptake of the high-performance AES67 audio interoperability standard—will be conducting live AES67 demonstrations at IBC 2016, September 8–12, at RAI Amsterdam, in hall 8, booth C94 (8.C94).

AES67 is a standard that enables high-performance audio-over-IP streaming interoperability between the various IP-based audio networking products currently available, based on existing implementations such as Dante, Livewire, Q-LAN and RAVENNA. It is not a new technology but a bridging compliance mode common to all IP-Networks; a mode you can put an AES67 compliant device into, on any participating network. AES67 operates over standard layer 3 Ethernet networks and as such, is routable and fully scalable, like any common modern IT network.

"Since its inception in 2014, the Media Networking Alliance membership has tripled, with more and more members coming into the fray as AoIP and AES67 gain momentum," says Will Hoult, Marketing Work Group Chair for Media Networking Alliance. "We predict that IBC 2016 will be our most successful show yet."

MNA's demo on booth 8.C94 will be an expanded live AES67 demonstration highlighting AES67 interoperability between networked components operating with Livewire, RAVENNA, and Dante AoIP transports, previously only operable independently of one another.

"AES67 adoption is spreading and we expect to see more manufacturers demonstrating interoperability via AES67 on their stands at IBC than ever before," says Marty Sacks, founding member of MNA and VP of Sales, Support and Marketing at The Telos Alliance. "This is an exciting time for the industry as this high-performance professional digital IP networking standard gains momentum in both broadcasting and pro sound."

AES67 on the IBC 2016 show floor
Aside from the AES67 demo in the MNA booth, MNA members will be conducting their own AES67 demos at IBC, giving show goers multiple opportunities to see the interoperability standard in action, including, among others:

- **Archwave** (8.C94 on the MNA booth and 8.F57 on the ALC Networx / RAVENNA booth) will be showcasing its AudioLAN and uNET Module product family with added and improved feature sets, including native support for AES67/ AES70/ RAVENNA, Dante interoperability, open tunnels for any command exchange, a cross-platform connection manager, and Ethernet + USB + I/O bridging. Archwave's solutions are aimed at manufacturers of professional audio equipment, musical instruments and CE products, enabling them to combine audio networking, based on open standards such as AES67, with quick time-to-market and rapid deployment.
- **Calrec** (8.C61s) will showcase a range of networking interfaces, including an AES67/Ravenna interface and a modular I/O Dante card that also has AES67 compatibility. In addition, Calrec will show its AoIP unit, which provides and AES67 connection to and from Calrec audio mixing consoles. This 1U unit contains two independent 1G AES67 interfaces, each capable of transporting 256 audio channels bi-directionally.
- **Merging Technologies** (8.E96) will be demonstrating Pyramix and Ovation with its hardware AES67-connected to two Genelec active loudspeakers.
- **RAVENNA** (8.F57) natively incorporates all AES67 ingredients, so any RAVENNA device can communicate with other AES67-enabled devices on the network. The company will also display devices from Lawo, Merging Technologies, Sonifex, Genelec, Riedel, and others, most of which have been used in distributing audio signals in recent major sports and live world events.
- **Solid State Logic** (8.D83) will show AES67 compatibility as part of their Network I/O and System T demos.
- **The Telos Alliance** (8.D47)—charter, supporting members of the X192 Working Group that defined AES67 and founding members of the Media Networking Alliance—will be giving several AES67 demos, along with demos of its Livewire+ (Livewire plus AES67) AoIP protocol, which enables high-reliability, low-delay uncompressed digital audio over Ethernet, including audio, logic, control, and program associated data (PAD). Axia Livewire+ has built-in compliance with the AES67 standard.
- **Yamaha** (stand 8.A69) In addition to participating at the Media Networking Alliance booth, Yamaha Commercial Audio will preview an upcoming firmware update for CL and QL series mixing consoles on the Yamaha stand (8.A69). This firmware update will enable AES67 connectivity, which will be demonstrated in a system connected to an I/O device from Lawo.

IBC 2016 attendees are invited to come by the stands listed above, or the Media Networking Alliance stand, to view AES67 demos. For a complete lists of MNA members, click here.

About Media Networking Alliance
The Media Networking Alliance is a non-profit organization formed to actively promote the adoption of the AES67 audio networking interoperability standard. Currently comprising 30 member companies, the MNA includes a range of professional audio equipment manufacturers, as well as public broadcast corporations. The MNA provides a forum and environment whereby the members of the organisation may meet to review standards development and compliance programmes and to foster the development of new products based on the AES67 standard. This open standard is promoted by the MNA through a range of education and training initiatives, as well as through public demonstrations of audio networking interoperability. Developer support is

provided by the MNA to ensure that members' products are compliant with the AES67 standard and achieve reliable interoperability with products from other manufacturers. Recent demonstrations have successfully connected together more than 20 pro audio devices from over a dozen different manufacturers.

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