



Integrated Systems Europe  
7 – 10 February 2017  
Amsterdam, RAI, NL

## The MNA promotes experience and expertise at ISE

*Media Networking Alliance, Bothell, Washington, USA, 10 January 2017.* The [Media Networking Alliance](#) (MNA), the AV industry alliance of manufacturers and end-users, promoting awareness and adoption of the high-performance AES67 AoIP interoperability open standard, is participating extensively in ISE 2017, sponsoring a series of AES67 technical sessions throughout the duration of the show.

These include a number of presentations in the [Audio Solutions Theatre](#) in Hall 7; a Discussion Panel, *How AES67 can serve you and your networked system designs*; and the AES67 Networking Lab, a two hour workshop entitled *How to Leverage AES67 to integrate multiple networked audio systems*.

A series of four AES67 presentations in the Audio Solutions Theatre, given by MNA member company representatives, span all four days of the show:

- 7<sup>th</sup> February, 12:00 to 12:30, Iain Gregory, Director, Solutions and Marketing, Harman Professional, presents *Leveraging AES67 to integrate large audio and video systems*.
- 8<sup>th</sup> February, 13:00 to 13:30, Martin Barbour, QSC Product Manager, Installed Systems (and co-chair of the MNA Marketing Working Group), presents *Practical Applications for AES67 in Pro-Audio*.
- 9<sup>th</sup> February, 12:00 to 12:30, Markus Hintz, VP, Global Sales and Business Development for the TV Solutions Group of the Telos Alliance presents *Loudness Compliance in an AES67 equipped facility*.
- 10<sup>th</sup> February, 11:00-11:30, Rich Zwiebel, Vice President Systems Strategy, QSC, presents *AES67, What is it?*

Part of the [InfoComm International program of Networked Application Labs](#), AES67 Networking Lab; *How to Leverage AES67 to integrate multiple networked audio systems* (D403, 9<sup>th</sup> February, 10:00) is a two hour “instructor led” workshop with a team of alliance member experts, comprising Martin Barbour, Andy Cooper, Manager Pro Audio Applications, Yamaha, Andreas Hildebrand, Technology Evangelist, ALC NetworX, and Greg Shay, CTO, The Telos Alliance. The Lab introduces attendees to specific applications, offering hands-on experience with a live AES67

interoperability demonstration, incorporating Dante, RAVENNA, Q-LAN and Livewire+ devices on a single network.

Also on the 9<sup>th</sup> February (D507, 16:00 to 18:00) and part of the [InfoComm MasterClass Program](#), a major panel discussion – *How AES67 can serve you and your networked system designs* – features a panel of six highly experienced AoIP networking professionals. Under the moderation of Rich Zwiebel, Martin Barbour, Andreas Hildebrand, Terry Holton, Yamaha Pro AV networking and remote control solutions consultant, Greg Shay, and Ethan Wetzell, Platform Strategist, Bosch Communications Systems, will explore issues and answer questions from the floor, in a unique opportunity to engage with an industry leading pool of experience and expertise.

Speaking to the strategic objective of the MNA's program of events, Martin Barbour co-chair of the MNA Marketing Working Group, explained that "ISE is a huge event and we have gone to great lengths to develop a range of AES67 focused presentations, discussions and training, in order to increase awareness, understanding and technical capabilities in the market place. 2017 is set to see the introduction of some very key products, from a broad range of manufacturers, supporting AES67 and our ISE program is built to support that growth and further the uptake of the standard throughout our industry."

[image link](#)

Martin Barbour, QSC Product Manager, Installed Systems and co-chair of the MNA Marketing Working Group

## **ENDS**

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### **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.

Editors' contact:

Keith Grant

KGa marketing & media

Mobile: +44 7977 410 444

Skype ID: kgamarketing

E-mail: [keith@kgamarketing.com](mailto:keith@kgamarketing.com)

Media Networking Alliance booth contact:  
Tina J. Lipscomb  
Media Networking Alliance, Inc.  
Administrator  
Phone: +1 425-870-6574  
E-mail: [tina@medianetworkingalliance.com](mailto:tina@medianetworkingalliance.com)