



NAB Show  
22 – 27 April 2017  
Las Vegas Convention Center

## **MNA promotes participation in unprecedented multi-organizational IP Showcase**

*Media Networking Alliance, Bothell, Washington, USA, 7 April 2017.* The [Media Networking Alliance](#) (MNA), a non-profit trade association, established to promote the adoption of the AES67 standard, is very pleased to be joining the Audio Engineering Society (AES), the Alliance for IP Media Solutions (AIMS), the Advanced Media Workflow Association (AMWA), the European Broadcasting Union (EBU), IABM (the international trade association for suppliers of broadcast and media technology), the Society of Motion Picture and Television Engineers (SMPTE) and the Video Services Forum (VSF) in developing the IP Showcase at the 2017 NAB Show.

The collaboration of eight broadcast and professional audio industry organizations is of major significance in creating a truly unique event, and in signaling the media industry-wide importance of the initiative in promoting IP interoperability in a standards based approach to IP based workflows in broadcasting. The IP Showcase will demonstrate interoperability of four parts of the new SMPTE ST 2110 standard, pertaining to video, audio, control and metadata. SMPTE ST 2110 is currently at an advanced draft stage and is widely projected as a fundamental development in a transition to full IP workflows in broadcast, based on common open standards.

The MNA was established in 2014 for the purpose of promoting awareness and adoption of the high-performance AES67 AoIP interoperability open standard. The inclusion of AES67, in defining the audio element of the new SMPTE ST 2110 standard, acknowledges the rapid and widespread adoption of AES67 in providing signal interoperability across all of the current leading IP based audio networking protocols.

Speaking for the alliance, Vice-Chairman, and member of the IP Showcase Board, Terry Holton said, "The MNA is very proud to be collaborating with these seven other distinguished and influential organizations to present the latest developments in real time media networking at the NAB Show. This event will feature working implementations of IP networking from an unprecedented number of leading broadcast industry manufacturers and will also provide the unique opportunity for NAB visitors to get the latest information from these many different manufacturers all together on one tradeshow booth."

Michael Cronk, Chairman of AIMS, stated, "AIMS is pleased that the MNA has joined the ranks of IP Showcase sponsors. The MNA has demonstrated a commitment to promoting standards

based interoperability for audio based on AES67, a foundational standard for the broadcast industry."

Neil Dunstan, Director of Membership & Marketing at the AMWA, further commented, "The speed of technological change in our industry has never been greater and the move to IP based systems can appear daunting. The AMWA is keen to play its part in helping media companies build prosperous businesses using this new technology."

While Richard Friedel, President of the VSF, added, "The media industry's technical trade associations have done groundbreaking work over the last few years, creating specifications and standards. It's great to see these efforts coming together to such great effect in the IP Showcase."

Located in the North Hall, Booth N4824, the IP Showcase offers a holistic view of industry alignment, action, and transformation with respect to production, contribution, and primary distribution workflows over internet protocol (IP). This attraction features a full schedule of must-see IP education sessions within its IP Showcase Theatre. The pavilion will assist professionals including broadcast/IT engineers, CEOs and producers to determine how they can leverage benefits of the draft SMPTE ST 2110 specifications. Visitors will see engineering progress along with real-world examples of IP applications from leading networks and program-makers."

## **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.

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