



For immediate publication

IBC IP Showcase success for MNA

14 member companies participate in interop demo

Member representatives present at IP Showcase Theater

SMPTE approves ST 2110 standards where AES67 defines audio element

Media Networking Alliance, Bothell, Washington, USA, 3 October 2017. Members of the [Media Networking Alliance](#) (MNA) – the non-profit trade association, established to promote the adoption of the AES67 standard – enjoyed a highly successful IBC2017, with member companies participating in the IP Showcase interoperability demo and the program of presentations in the IP Showcase Theater; highlighting the critical role of AES67 in defining the audio element of the SMPTE ST 2110 suite of standards for real-time media transport over IP.

The MNA was once again an official partner with the AES, AIMS, AMWA, EBU, IABM, SMPTE, and VSF in organizing and staging the IP Showcase at IBC2017. The 14 MNA member companies whose devices demonstrated audio signal interoperability via AES67, within the SMPTE ST 2110 standards and AMWA NMOS specifications, comprised more than a quarter of participating vendors, in the demonstration. The 14 companies were Artel Video Systems, Calrec Audio, Covelloz Technologies Inc., Digigram, Focusrite Audio Engineering, Lawo AG, Merging Technologies, Riedel Communications, Solid State Logic, Harman International, The Telos Alliance, Ward-Beck Systems, Wheatstone Corporation and Yamaha Commercial Audio.

Additionally, Andreas Hildebrand, Technology Evangelist at ALC NetworX GmbH, Greg Shay, CTO, The Telos Alliance and Antony David, Managing Director of Solid State Logic, gave key AES67 related presentations during the IP Showcase Theater event.

At IBC, the IP Showcase 'booth' was situated in a *large* demonstration room off of the exhibition floor, however, as a major visitor attraction it was packed throughout the entire five days of the convention; and with a record number of visitors, nearly twice the number than attended the previous edition of the IP Showcase at NAB.

MNA Vice-Chairman Terry Holton and member of the IP Showcase Board, Terry Holton states, "This was the most significant interoperability event of its kind in the world to date. There was equipment from 52 different vendors in the four 'logical application' demo areas, which I believe represents an unprecedented degree of industry collaboration.

“As at the NAB show, the IP Showcase Theatre at IBC was very popular. We had an expanded program of presentations compared with NAB, which included an increased focus on actual installation examples. These presentation sessions were very well attended throughout the five days and many visitors commented that the information provided was of considerable value in expanding their knowledge about this critically important subject.”

During IBC, SMPTE announced the approval of the first standards within SMPTE ST 2110, including the role of AES67 in defining the audio element.

[image link](#)

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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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