NAB Show
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MNA announces member companies participating in NAB IP Showcase

Media Networking Alliance, Bothell, Washington, USA, 21 April 2017. 10 member companies of the Media Networking Alliance (MNA) – a non-profit trade association, established to promote the adoption of the AES67 standard – are joining with members of eight other broadcast and professional audio industry organisations in staging the IP Showcase at the 2017 NAB Show; ARG, Calrec, Digigram, Focusrite, Lawo, Merging Technologies, Riedel Communications, Telos Alliance, Ward Beck Systems and Yamaha.

The MNA is joining with 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), PILOT, the Society of Motion Picture and Television Engineers (SMPTE) and the Video Services Forum (VSF), in staging the IP Showcase.

The unprecedented collaboration of these nine 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 MNA, Vice-Chairman, and member of the IP Showcase Board, Terry Holton said, "The Media Networking Alliance has made significant progress in promoting the AES67 audio-over-IP interoperability standard over the past several years. The very active

participation by the MNA and many of its members in the IP Showcase reflects the commitment of the pro audio industry to a common interoperable IP standards-based future for broadcast and related media sectors."

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."

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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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