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## AVnu Alliance welcomes new Promoters Analog Devices, Inc., Barco, Pelagicore, and Shure join AVnu Alliance

BEAVERTON, Ore. – March 1, 2010 – The AVnu Alliance™ continues to gain momentum with the addition of the four new Promoter members and the first successful multi-company AVB plugfest. The new promoters, Analog Devices Inc., Barco N.V., Pelagicore A.B., and Shure Inc. represent leaders in their fields and show the diversity of industry desire for a professional quality A/V experience. The AVnu Alliance promotes the adoption of the IEEE 802.1 AVB (Audio Video Bridging) standards, and the related IEEE 1722 and 1733 into Professional A/V, Automotive and Consumer applications.

Additionally, the AVnu Alliance also hosted the first member plugfest. The event was the first step in the alliance's efforts to ensure interoperability among AVB-enabled networked products.

"I'm very pleased with the success of AVnu Alliance's first plugfest" states Kevin Stanton, Chair of the Technical Working Group and Principal Engineer at Intel. "We achieved a high degree of interoperability among multiple independent AVB endpoint and switch implementations, an important milestone on the path to an AVnu certification program."

AVnu Alliance is committed to bringing together leading companies to promote and advance the AVB technologies. The organization supports the creation and implementation of compliance test procedures and processes that promote interoperability of AVB-enabled networked products, helping to ensure A/V devices work together to provide a professional level of quality. These efforts will enhance the network backbone, complementing the ongoing work of existing organizations and standards bodies specifying higher layer A/V protocols and applications in each market space.

"Our new members are very influential in our core markets of Automotive, Professional A/V, and Consumer. They bring a diverse range of experience in providing audio and video solutions for demanding conditions," says Rick Kreifeldt, AVnu Alliance chairman and VP, Harman International. "Coupled with the success of our first plugfest, this clearly shows the momentum that we are achieving within AVnu Alliance."

"We are excited to be part of the AVnu Alliance and feel that the work that has begun here is critical as manufacturers embrace and deploy AVB", said Colin Duggan, Product Line Director, CPT/DSP, Analog Devices, Inc. "As a provider of highly flexible and innovative semiconductor solutions, ADI believes it can contribute much to this organization in an effort to make the user's experience with seamless across all markets and applications."

"Open networked visualization solutions are the way forward in the A/V industry. Barco is at the forefront of the convergence process of audio visual and IT technologies and is therefore thrilled to join AVnu Alliance," says Jan Willem Brands, Barco CTO. "The AVB standards aim to build more reliable and easier to use network centric audio and video applications."

"Ever since Mr. Shure founded the company, we have been focused on customer satisfaction and making continuous improvements to ensure they have quality products that help them meet their needs," said Christine Schyvinck, Executive Vice President of Global Marketing and Sales for Shure Incorporated. "We are pleased to be joining AVnu Alliance in support of an open digital audio network standard for the pro audio industry because this protocol will make it easy for our products to connect seamlessly and 'talk' to other manufacturers' products, which will ultimately allow us to better serve our customers."



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### **About AVnu Alliance**

AVnu Alliance is an industry forum dedicated to the advancement of professional-quality audio video by promoting the adoption of the IEEE 802.1 Audio/Video Bridging (AVB) standards over various networking link-layers. The organization will create compliance test procedures and processes that ensure AVB interoperability of networked A/V devices, helping to provide the highest quality streaming A/V experience. The Alliance will promote awareness of the benefits of AVB technologies and intends to collaborate with other organizations and entities to make use of this work in their respective efforts to provide a better end-user A/V experience.

The Alliance is focused on applications of these technologies in the automotive, consumer electronics and professional A/V markets. Founding members of AVnu Alliance include Broadcom Corp., Cisco Systems, Harman International Industries Inc., Intel Corp., Samsung Electronics Co. Ltd., and Xilinx, Inc. Promoter members now include Analog Devices Inc., Applied Micro Inc., Avid Inc., Barco N.V., Lab X Technologies, LLC, Marvell Inc., Meyer Sound Inc., and Pelagicore A.B.. More information can be found on the AVnu Alliance Web site at <http://www.AVnu.org>.

### **About Analog Devices**

Please see [www.analog.com](http://www.analog.com) for more information.

### **About Barco**

Barco, a global technology company, designs and develops visualization products for a variety of selected professional markets. Barco has its own facilities for Sales & Marketing, Customer Support, R&D and Manufacturing in Europe, North America and Asia Pacific. Barco (NYSE Euronext Brussels: BAR) is active in more than 90 countries with about 3,100 employees worldwide. Barco posted sales of 638 million euro in 2009.

### **About Pelagicore**

Pelagicore specialize in development of Linux-based Open Source Platforms and Applications for use in the Automotive Infotainment market space, and engage in projects ranging from Device Drivers/BSP's to complete Turn-Key Systems Software for Production Projects. Pelagicore works with an extensive Ecosystem of Strategic Development Partners including Market-Leading Industry Alliances (such as AVnu Alliance), Automotive OEM's, Automotive Tier-1's and Silicon Manufacturers.

### **About Shure Incorporated**

Founded in 1925, Shure Incorporated ([www.shure.com](http://www.shure.com)) is widely acknowledged as the world's leading manufacturer of microphones and audio electronics. Over the years, the Company has designed and produced many high-quality professional and consumer audio products that have become legendary for performance, reliability, and value. Shure's diverse product line includes world-class wired microphones and wireless microphone systems for performers and presenters, award-winning earphones and headsets for MP3 players and smartphones, and top-rated phonograph cartridges for professional DJs. Today, Shure products are the first choice whenever audio performance is a top priority.

Shure Incorporated corporate headquarters is located in Niles, Illinois, in the United States. The Company has additional manufacturing facilities and regional sales offices in China, Germany, Hong Kong, Japan, Mexico, The United Kingdom, and the United States.

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