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## **AVnu Alliance Hosts Second Plugfest and Announces Five New Members**

BEAVERTON, Ore. – April 30, 2010 – AVnu Alliance™—an industry forum dedicated to promoting the adoption of the IEEE 802.1 AVB (Audio Video Bridging) standards and the related IEEE 1722 and 1733 for professional A/V, automotive and consumer applications—recently hosted its second plugfest and added five new members. With these latest developments, the AVnu Alliance continues to expand the adoption of the non-proprietary AVB standards and advance interoperability among AVB-enabled networked products.

“The member plugfests are key to moving the AVB technology from paper to practice,” says Rick Kreifeldt, Chairman of AVnu Alliance and Vice President, Systems Architect at Harman International. “By implementing compliance test procedures to ensure AV devices work together, we continue our collaboration with member organizations to refine interoperability specifications and enhance the network backbone.”

The five new members that recently joined the AVnu Alliance represent diverse industry segments committed to reliable, low-latency, and high-resolution networking capabilities for a high-quality A/V experience. The new members include: Audinate, creator of the Dante digital media networking technology; Micrel, global manufacturer of IC solutions; Sennheiser, manufacturer of microphones, headphones and wireless transmission systems; Universal Media Access Networks (UMAN), developer of the Universal Network Operating System; and University of New Hampshire Interoperability Lab (UNH-IOL), a third-party laboratory dedicated to testing data networking technologies.

Quotes from new members:

“Since our inception, Audinate has used standards to develop a complete IP-based media networking solution. AVnu Alliance’s goal for promoting interoperability and openness among A/V equipment vendors across the industry will give customers greater flexibility in implementing A/V networked systems.” - David Myers, COO, Audinate

“Micrel intends to leverage its innovation and market presence in the automotive and consumer electronics segments to proactively contribute as a promoter member to AVnu Alliance. As pioneers for automotive Ethernet with a strong track record in enabling connectivity for consumer entertainment devices including the digital home infrastructure, AVnu Alliance is aligned with our strategy.” - Wiren Perera, Director of Ethernet Products, Micrel

“A common and open standard that allows the use of computer networks for digital audio and video transmission will be a great benefit for our customers. Through AVnu Alliance, Sennheiser plans to support the implementation of compliance tests that ensure interoperability of future AVB-compliant products.” - Dr. Heinrich Esser, President Global Research & Development, Sennheiser

“UMAN is pleased and excited to be part of AVnu Alliance. As a network company we believed from the very beginning in media networks based on open standards. There is no doubt that AVB will change the industry quite radically in a very short time. With the netOS UNOS we are happy to contribute an easy migration tool for manufacturers towards AVB, plus a unified command & control solution.” - Juergen Scheuring, CEO, UMAN

“Compliance and interoperability are the cornerstones of the AVB technology. We are very pleased to bring UNH-IOL’s extensive real-world test lab experience to AVnu Alliance as a promoter member to help define and assist in forthcoming testing efforts.” - Bob Noseworthy, Technical Sherpa, University of New Hampshire InterOperability Laboratory (UNH-IOL)



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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., Audinate, Avid Inc., Barco N.V., Lab X Technologies, LLC, Marvell Inc., Meyer Sound Inc., Micrel, Pelagicore A.B., Sennheiser, Shure Incorporated, UMAN, and UNH-IOL. More information can be found on the AVnu Alliance Web site at <http://www.AVnu.org>.

### **About Audinate**

Audinate revolutionizes the way that AV systems are connected by transporting high quality media over standard IT networks. Audinate's solution has been licensed by customers across the AV industry and can be found in installations and live sound applications globally. Audinate offices are located in US and Australia.

### **About Micrel**

Micrel, Inc. is a leading global manufacturer of IC solutions for the worldwide analog, Ethernet and high bandwidth markets. The Company's products include advanced mixed-signal, analog and power semiconductors; high performance communication, clock management, Ethernet switch and physical layer transceiver ICs. Company customers include leading manufacturers of enterprise, consumer, industrial, mobile, telecommunications, automotive, and computer products. Corporation headquarters and state-of-the-art wafer fabrication facilities are located in San Jose, CA, with regional sales and support offices and advanced technology design centers situated throughout the Americas, Europe and Asia. In addition, the Company maintains an extensive network of distributors and reps worldwide. Web: <http://www.micrel.com>.

### **About Sennheiser**

The Sennheiser Group, with its headquarters in Wedemark near Hanover, Germany, is one of the world's leading manufacturers of microphones, headphones and wireless transmission systems. The family-owned company, which was established in 1945, recorded sales of over €385 million in 2008. Sennheiser employs more than 2,100 people worldwide, around 55% of whom are in Germany. Sennheiser has manufacturing plants in Germany, Ireland and the USA, and is represented worldwide.

### **About UMAN**

The UMAN Universal Media Access Networks GmbH is a software think tank responsible for the development of UNOS (Universal Network Operating System). UMAN sees its role as that of a strategic partner for innovative technological enterprises. With its UNOS products and through the provision of development services, UMAN offers its clients solutions for simple implementations of network technologies. UMAN GmbH was founded in 2007 and is based in Dusseldorf, Germany. The development team comprises engineers and scientists based in Grahamstown, South Africa.

### **About UNH-IOL**



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Founded in 1988, the UNH-IOL is one of the networking industry's premier third-party proving grounds for developing technologies. Approximately 200 companies use the UNH-IOL's 32,000+ sq. foot facility to extend their development and quality assurance efforts by testing and fine-tuning technologies, protocols and products for multi-vendor interoperability and conformance to standards. For more information, visit <http://www.iol.unh.edu>.

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