



AVnu Alliance To Celebrate First Birthday At InfoComm 2010 With Member Pavilion And Public Panel Discussion

BEAVERTON, Ore. – May 4, 2010 – The AVnu Alliance™ will enjoy its first birthday celebration at the InfoComm 2010 tradeshow in Las Vegas. The alliance was founded in mid-2009, and has since more than tripled its membership. To celebrate the incredible momentum it has achieved in its first twelve months, the alliance will host both a dedicated technology and product pavilion on the show floor, and an AVnu Alliance panel discussion.

The pavilion will include participation from AVnu Alliance members Audinate, Broadcom, Harman International, Lab X Technologies, Marvell, and Meyer Sound, with each of the participating member companies demonstrating its progress with the new AVB technology. The AVnu Alliance itself will also have a dedicated area of the shared floor space, for visitors to learn more about the practical benefits of the emerging AVB standards and to inform interested parties about membership opportunities. The members of the alliance extend a particularly warm welcome to anyone who wishes to join them for their first-birthday celebration on Thursday, June 10 at 4:00 pm. The pavilion will be located in the main hall at booth number C7934.

The AVnu Alliance will also host a panel open to the public, entitled *IEEE 802.1 Audio/Video Bridging (AVB): The Future of Standards-Based A/V Networking*. The panel will include representation from nine alliance member companies including Audinate, Avid®, Barco, Broadcom, Harman International, Lab X Technologies, Meyer Sound, Sennheiser and Shure. The panel will explore the role of the AVB Standards in the professional A/V industry, as well as consumer electronics and automotive applications. An in-depth explanation of AVB and related IEEE standards will be presented, followed by a discussion of the advantages of an open non-proprietary technology, the role of silicon makers to ensure a cost-effective solution, and the critical role a compliance program will play to ensure interoperability of AVB devices. Having successfully chaired two similar AVnu Alliance panels at the ISE and Prolight & Sound shows in Europe, the panel will be chaired by Dan Goldstein, International PR Manager, InfoComm. The desire of the A/V industry to move towards a standards-based solution, as represented by the unprecedented gathering of these companies alone means the event is a must for InfoComm attendee interested in the future of media networking. The panel discussion will take place on Friday, June 11 between 10:30 am and 12:00 pm in room N219 – N222. Pre-registration is required, and can be completed at infocomm.org.

“We are all very proud of what AVnu Alliance has accomplished in just our first year,” states Lee Minich, Marketing Working Group Chair and President at Lab X Technologies. “Our rapid growth throughout multiple market segments underscores the importance of AVB technologies. InfoComm will be a big show for us this year with the pavilion and panel discussions to further educate the market, and a great place to celebrate our first birthday.”



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 Technology 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>.

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