

TOP STORIES

- We are proud to announce the [next AVnu-Certified AVB Switches, The Extreme Networks Summit® X460 Series](#).
- We expanded our educational program across the Automotive and Professional AV market segments with presentations at [many industry events in October](#).
- We are already in the planning stages for ISE 2015. If you are a member who is interested in participating, please get in touch at administration@Avnu.org.

Audio Networking Forum

(London)
December 12, 2014

NAMM Show 2015

(Anaheim, CA)
January 22-25, 2015

ISE 2015

(Amsterdam RAI, NL)
February 10-12, 2015

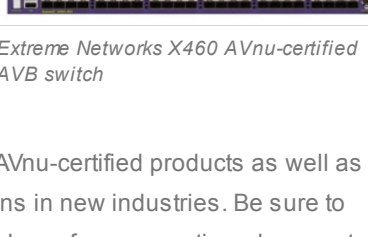
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LETTER FROM THE BOARD OF DIRECTORS

This was a very busy quarter for us. We had many members furthering our continued education program with multiple speaking opportunities and industry conferences across all market segments.

We would like to thank BMW for hosting our second annual European face-to-face at their headquarters in Munich. Alliance members made great progress toward new market requirements profiles for the automotive industry as well as continuing to scope out the tests for automotive certification.

We are thrilled to announce the next AVnu-certified switches from Extreme Networks, the X460 series. "AVnu-certification has allowed us to go the extra step for our customers toward scalability, flexibility and reliability throughout the network. We are very proud to now have two families of AVnu-certified switches on the market and we will continue to pursue certification for more switches," said Todd Acree, Director of Product Management at Extreme Networks, AVnu Alliance member.



Extreme Networks X460 AVnu-certified AVB switch

Over the next few months we look forward to announcing more AVnu-certified products as well as an exciting update to the standards work for real-time applications in new industries. Be sure to read some of [our recent coverage and member spotlights](#). Thank you for your continued support.

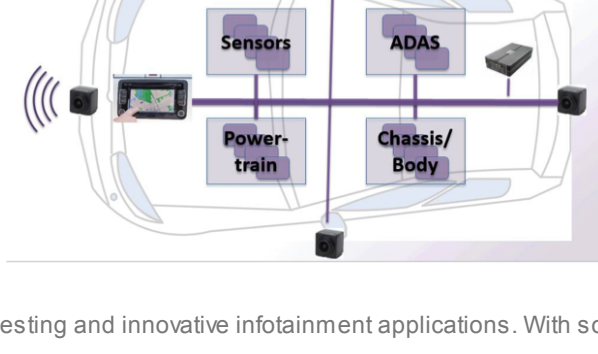
- The AVnu Alliance Board of Directors

HERE'S WHAT WE'VE BEEN UP TO

Ethernet & IP Automotive Tech Day 2014 Recap

AVnu Alliance's work with Ethernet AVB in the vehicle is driving a lot of the features that will be part of the connected car in 2020, and making it possible to add new connected features to cars. We expect to see Ethernet in the car by 2015, and expect 100% of vehicles to be connected by 2020.

Today's modern connected car has to be a lot more intelligent in order to add interesting and innovative infotainment applications. With so many new infotainment applications, such as Eco-driving and Augmented Navigation, OEMs are looking for ways to increase bandwidth. There has been a growing interest around Ethernet in the vehicle in order to create a more robust, scalable, network architecture in the vehicle so that these devices can become smarter and OEMs can deploy new features faster.



An integral part of this infotainment mix is delivering vital data - for example, alerts about upcoming hazards - to the driver. Harvesting information from sensors located around the vehicle requires sophisticated control algorithms; consequently, a sub-group of the AVnu Alliance AVB standards networking group is working to make Ethernet AVB even more conducive to control-type applications.

This topic and more was discussed at the Ethernet IP & Automotive Tech Day. AVnu Alliance President and Chairman Rick Kreifeldt gave a presentation on moving towards a mature and pervasive automotive network. His presentation (*Accelerating the Road from Audio/Video to Autonomous*) expanded on topics ranging from infotainment to autonomous driving, and why AVB Ethernet is the driver of new applications.

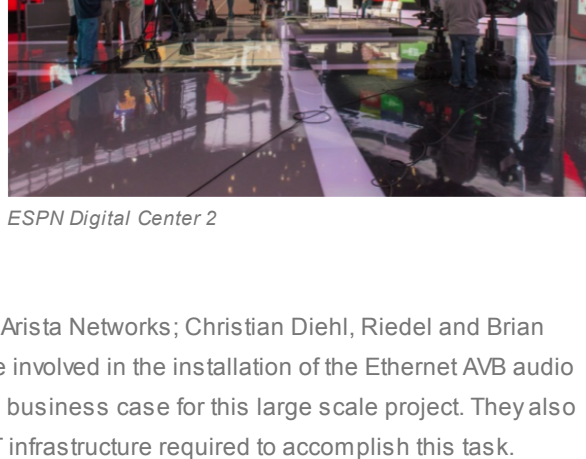
Later that day, several AVnu Alliance member companies made a presentation on the Alliance's Ethernet AVB Automotive Certification Profile. Gordon Bechtel, Symphony Teleica; Ben Gale, Broadcom; Max Kicherer, BMW and David Olsen, Harman International all contributed to the presentation that overviewed the goals of the automotive profile along with several highlights and possible future topics.

Overall AVnu Alliance was proud to have sponsored Ethernet and IP Day and our members played a significant part in the event. Co-joined with the Ethernet and IP Day, AVnu held an AA2C meeting to give in depth tutorial on automotive certification, TSN standard update and associated AVnu automotive certification roadmap.

137th AES Convention Recap

AVnu Alliance members gave presentations at the 137th AES Convention in Los Angeles Oct 10-12th.

As part of the Networked Audio Track event, AVnu President and Chairman Rick Kreifeldt gave a presentation on the practical benefits of Ethernet AVB.



ESPN Digital Center 2

Several AVnu Alliance members sat on a panel presentation entitled:

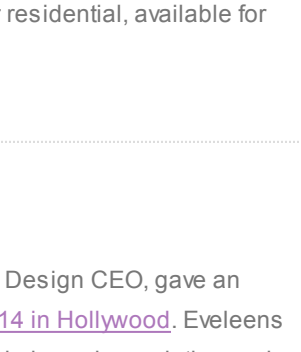
Implementation of a Large Scale Ethernet AVB Audio Network at ESPN,

moderated by Tim Shuttleworth, AES Networked Audio Chairman. Warren Belkin, Arista Networks; Christian Diehl, Riedel and Brian Ames, Digital Design Corporation, who were involved in the installation of the Ethernet AVB audio distribution network at ESPN, discussed the business case for this large scale project. They also explained the audio requirements and the IT infrastructure required to accomplish this task.

Jeff Kofinoff from Meyer Sound also presented *Large Scale Implementations of AVB Networks*, describing how AVB makes it simple to build scaled audio networks. During the presentation he shared tips on how to plan, deploy and manage AVB audio and video networks.

CEDIA 2014 AVnu Alliance Manufacturer Lunch & Learn

AVnu Alliance headed to CEDIA Expo in Denver to promote our plans to develop AVB Interoperability specifications for residential audio applications. We held the first AVnu Alliance Manufacturer Lunch & Learn during the show, with the goal of understanding the applications in the residential custom electronics market and best practices to architect AVB into products. Experts from AVnu Alliance companies including Intel Corporation, Analog Devices and Gibson brands along with audio expert, [Brent Butterworth](#) from *About.com* and *The Wirecutter* were on hand to discuss how AVB devices will enable multi-room, multi-channel, multi-manufacturer whole-home audio streaming.



AVnu Alliance has just issued a new white paper on the topic of AVB for residential, available for download [here](#).

Other Speaking Sessions by Members

Jan Eveleens, AVnu Alliance Pro Video Segment Chair and Axon Digital Design CEO, gave an overview and status of Ethernet AVB standards at the recent [SMPTE 2014 in Hollywood](#). Eveleens promoted the benefits of an AVB Network mentioning that Ethernet AVB is based on existing and open standards from IEEE. In his recap of the event he said, "It's one framework for reliable, time-synchronized, real-time transport of video/audio/data. It's proven technology that's out there now. With the AVnu Alliance, which is growing 20+ percent a year, interoperability will be there as well. The first broadcast quality AVB video products have started shipping." For more please read SMPTE's blog [here](#).

Upcoming Events for AVnu Alliance

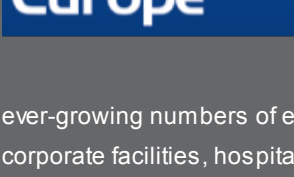
NAMM 2015



NAMM Show is one of the most influential professional audio and music tradeshow in the world. This year, AVnu Alliance's Robert Boatright will give a presentation entitled: *Designing and Specifying AVB in Live Sound Environments in the*

[NAMM Show Education HOT Zone](#) from 3:00-3:50 p.m. on January 23rd.

Integrated Systems Europe 2015



ISE is a joint venture between InfoComm International and the Custom Electronic Design & Installation Association (CEDIA) since 2007. The show attracts professionals from every link in the systems integration value-chain, including manufacturers, distributors, dealers, contractors and consultants. ISE also draws

ever-growing numbers of end customers, from fields as diverse as education, sports, corporate facilities, hospitality and live events. ISE will be held in Amsterdam RAI, NL on February 10-12, 2015.

We are putting together plans for the show now. If you are a member company who is interested in participating please get in touch about co-exhibiting or other opportunities.

The Alliance is already holding planning calls. [Contact us](#) now to be put on the list for more information.

AVnu Alliance in the News

We are very excited to announce the next AVnu-certified switches from Extreme Networks, the X460 family, giving all end users more choice and taking a big step forward for adoption and scale of the AVnu-certified ecosystem – see more in the recent *Commercial Integrator* story [here](#).

Networked Audio: A Trend Gains Traction was the headline of a recent [AV Technology Magazine](#) article that looks at "the what and the why of networked audio solutions." AVnu member, Revolabs was quoted as saying, "I think over the course of the year, you'll see more people looking at AVB. We see AVB as the better long-term solution from an architecture perspective than Dante and CobraNet."


In an AT&T [developer blog](#) on the connected-car, they shared what industry experts believed cars would look like in 2020, and what features it would take for them to get there. When asked what essential feature he wanted for the connected car, Yong Kim, the Automotive segment chairperson for the Alliance said, "Electronics system security that is easy to deploy that addresses privacy concerns."

Contact-less payments for tolls, parking and fuel. Your car is your credit card.
- Daniel Levine, The Avant-Guide Institute

Services that use personalized and localized information to provide a user with intelligent alerts designed to optimize travel.
- Michael Davies, Endeavour Partners/MIT

The car will become part of a personal cloud that bridges platforms and user environments.
- Roger Lancot, Strategy Analytics

What Do The Experts Think Cars Will Be Like In 2020?



Developer

With connected nav we move from the stilled world of POIs, manual address entry or stale guides to looking for what we want by using our history, preferences and trusted recommendations.
- Brian Cooley, CNET

With a stored diagnostic history, the connected car's system will know the longevity of the engine parts and proactively recommend replacing them.
- Jeff Kavanaugh, Infosys.

We'll be able to glance at our [tablets] and see if family members are late, speeding, or even if they need gas and more air in the front left tire.
- Rex Moore, Motley Fool

Member Product News & Presentations

Unscrambling Your AVB, HDBaseT Questions

Commercial Integrator recently hosted a webinar with a guest from HDBaseT and Greg Schlechter from AVnu Alliance to respond to live webinar questions from the integrator and AV System design community. The well-attended webinar is archived and can be listened to [here](#).



Freescall Launches AVB SABRE AI Development System

Freescall Semiconductor made their move into the Connected Car space with the announcement of their Smart Application Blueprint for Rapid Engineering for Auto Infotainment. The SABRE AI will utilize its i.MX 6 series application processors to speed and simplify the deployment of Ethernet AVB. Read more in ComputerWorld's recent article about Ethernet coming to cars [here](#).



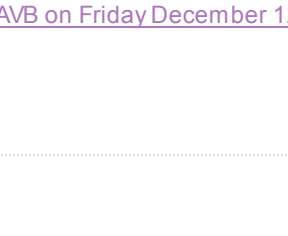
Tonmeistertragung TMT 28

AVnu Alliance member, Pivitec will exhibit their AVB Network Audio Solutions at the Tonmeistertragung TMT 28 in Cologne, Germany, November 20-23. Representatives will be in booth B-03 with German distributors Pro-Audio Technik discussing AVB and networked audio. For more information or to set up a meeting, get in touch on Twitter [@Pivitec](#).



Audio Networking Forum, a Resolution event

The Audio Networking Forum addresses the most important topics in audio networking. This one day forum in London has been created to deliver high quality business information, educational resources and networking opportunities for the audio industry. Axon Digital CEO, Jan Eveleens, will discuss the [principles of AVB on Friday December 12, 2014](#).



Updates for Members

- Please plan to RSVP by contacting AVnu Administration (administration@avnu.org) for our **next F2F in early February, 2015 – location to be announced soon**.
- If you are considering submitting an AVB product to get certified at our independent testing facility, you should know that you can get a **full testing bed from University of New Hampshire – InterOperability Lab** to use in your in-house certification test lab for your products. See more [here](#).
- If you have ideas for stories, news, case studies, awards, photos or other submissions you want shared in the newsletter, please email them to AVnu@castercomm.com.

Get Social!

Join our communities: Connect with AVnu Alliance and get up to date announcements about where we're going and what we're doing on our Twitter account ([@AVnu_Alliance](#)). Use the hashtag **#AVnuChat** and make sure you catch our updates on our [Linked In page](#)!