



PRESS RELEASE

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AVnu Alliance Continues to Expand Global Membership

Membership growth leads to more AVB products in the AVnu certification pipeline.

Beaverton, OR – September 2, 2014 – [AVnu Alliance](#), the only industry consortium driving open standards-based time sensitive networking through certification, welcomes new technology industry leaders to its membership roster. Each is a frontrunner in its space, dedicated to driving AVB and creating a new ecosystem of interoperable AVnu-certified devices. The eight new member companies include:

- [Coveloz](#), a technology provider of embedded and fully programmable media transport solutions;
- [Imagination Technologies](#), a global leader in multimedia, processor, communication and cloud technologies;
- [intoPIX](#), who provide compression, cryptographic, and video transport FPGA IP-cores, reference design and software tools to build smarter, networked and future-proof media workflows;
- [Ixia](#), a networking company with a passion for developing products that allow their customers to be connected to the world around them;
- [MIPRO](#), a manufacturer of wireless microphone and wireless PA systems;
- [NXP Semiconductors](#), a global market leader in car entertainment, car, access, and in-vehicle communication networks for the automotive industry, as well as solutions for the RF identification, mobile, lighting, healthcare, industrial, consumer and computing industries;
- [Pivitec](#), a producer of personal audio mixers and professional networked audio solutions;
- [Xavtel](#), the makers of modern high definition video, audio, conference and VoIP applications and products.

As AVnu Alliance grows to nearly 80 members, these new members represent continued momentum for the alliance. This year, the Alliance has added more than a dozen members across multiple market segments. This progression speaks to the industry's increasing recognition of the benefits of open standards and AVnu certification.

"AVB standards are the future of the A/V networking industry and we are excited to be a part of this strong alliance to bring solutions to our customers," said Eugene Chen, vice president of international sales for MIPRO.

"It's important that Imagination supports the standards that enable our customers to build high-quality products utilizing our broad range of multimedia processor IP including our PowerVR video, MIPS-based audio and Enigma Wi-Fi & Bluetooth," said Tony King-Smith, EVP marketing, Imagination. "As the audio and video markets

continue to expand, AVnu-certified solutions will become an important driver in ensuring the best possible consumer experiences in global markets. We believe that our expertise in all forms of multimedia and networking will ensure we play a valuable role in the AVnu Alliance.”

“Pivitec has a four-year track record in AVB development and after a successful launch of its e64i/o-MADI 64-channel AVB network interface at InfoComm 2014, has chosen to join AVnu Alliance with the express intention of pursuing AVnu certification,” said Pivitec’s Co-Founder Tom Knesel.

Xavtel is also entering products into certification testing. “We are in the process of starting our certification testing and hope to have AVnu-certified hardware very soon,” said Romano M. Cunsolo, director of marketing and business development at Xavtel, who just recently launched an AVB-enabled Senator Networked DSP Conference and Interpretation System.

“Coveloz demonstrated a customizable and scalable solution based on FPGA technology at InfoComm 2014,” said Nestor Amaya, president of Coveloz. “We’ve begun interoperability testing of our system-on-chip product in our Ottawa lab and have plans to go through AVnu-certification testing of the embeddable solution this year. Coveloz is fostering AVB interoperability by offering engineering and certification-support services to adopters of AVB technology.”

In the automotive industry, NXP Semiconductors has their sights set securely on connected cars. “As Ethernet becomes a key enabling technology for automotive applications, NXP is very pleased to join the AVnu Alliance which is building substantial momentum in the marketplace,” said Guenter Sporer, Ethernet segment director for NXP Semiconductors. “Our membership with AVnu will enable the quick deployment of the NXP Ethernet switch and PHY solutions as well as the development of new and advanced products targeted to anticipate future requests of our customers.”

In addition to certification, Alliance members have access to compliance tools, testing plans, and test suites enabling early internal testing. Members may also benefit from participating in member-only plug fests, offering a unique hands-on opportunity for engineers to test connectivity and interoperability.

“We are extremely excited by the addition of these new members to the Alliance, and by the overall growth we’ve experienced within the last year. With each new member added, we all benefit from a valuable mix of innovation and experience,” says AVnu Alliance President Rick Kreifeldt.

About AVnu Alliance

The AVnu Alliance is dedicated to the advancement of streaming audio video by promoting the adoption of IEEE 802.1 Audio Video Bridging (AVB) standards over the network infrastructure. The organization strives to create an open path to AVB standards, define AVB compliance test procedures, and an AVnu certification program that ensures AVB interoperability of networked AV devices to provide the highest quality streaming experience in professional AV, automotive, and consumer applications to deliver a compelling end user experience.

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