

TOP STORIES

- [Join us for a Webcast with Control Engineering to learn more about the coming changes to Ethernet and the impact on IoT convergence with control systems.](#)
- [AVnu Alliance hosts education sessions and industry presentations at AES Convention, CEDIA Expo and Deterministic Ethernet Forum.](#)
- [AudioScience announces newly AVnu-certified endpoint – the Hono AVB Custom.](#)
- [Get a recap of InfoComm 2015 in Orlando, FL.](#)

CEDIA Expo 2015

October 14-17, 2015
(Dallas, TX)

AVnu MWG European member face-to-face

October 21-22, 2015
(TT Tech, Vienna)

Deterministic Ethernet Forum

October 23, 2015
(Vienna, Austria)

138th International AES Convention

October 29-November 1, 2015
(Javits Center, NYC)

STAY IN TOUCH > **SUBSCRIBE**

INTRODUCTION

With InfoComm behind us and various industry events just around the corner, AVnu Alliance is looking ahead to 2016. We are putting together plans to incorporate the growth in activities and capabilities across all of our market segments – if you want to be more involved, this is the time! Before we jump ahead to 2016, there has been quite a bit going on and a good deal to come for Q4 and we'd love to share some highlights with you.

As always, we encourage readers to send questions, kudos, company announcements, case studies, photos or other submissions that you want shared. Just email details to AVnu@castercomm.com and we'll include them in the next newsletter and consider them as we plan for 2016.

Thank you for your continued support of the AVnu Alliance and our mission.

- AVnu Alliance

HERE'S WHAT WE'VE BEEN UP TO

InfoComm 2015

This year's show was an excellent opportunity for AVnu Alliance and its members to push forward the message of AVB/TSN as an open, foundational networking technology that is being used across many markets. We even showed AVB cameras from Excelfore used for video in automobiles to share the depth and breadth of applications across industries.

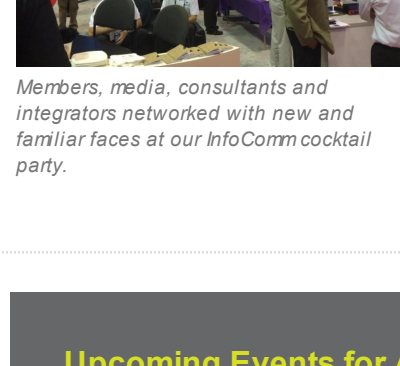
Our members were also able to present on the benefits of AVB/TSN for many Pro AV applications. Members including Biamp, Covelloz, Extreme Networks, Meyer Sound, Riedel, Revolabs and Pivtec presented real-world installation case studies, Time Sensitive Networking breakdowns and more in the dedicated AVnu Alliance pavilion throughout the show.

After a successful show, we are looking forward to a full calendar moving into the end of this year with an eye towards education at ISE 2016 in February – stay tuned!



Nestor Amaya, Covelloz educates InfoComm attendees on Time Synchronization at the AVnu Alliance Pavilion.

House of Worship Case Study from Avid, Pivtec and Extreme Networks

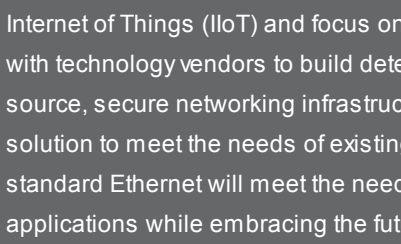


Members, media, consultants and integrators networking with new and familiar faces at our InfoComm cocktail party.

NOW Church in Ocala, FL has always incorporated cutting-edge technology into their facility, but they were looking for a system that would truly take them into the future. After hearing about the benefits of AVB, they made the move to an AVID VENUE system for their Front of House, as well as the Pivtec personal monitoring system that they have described as a "game-changer" along with the Extreme Networks switch. Watch the NOW Church's testimonial on the system along with the integrator's feedback in a video [here](#).

Upcoming Events for AVnu Alliance

Industrial Webinar - The Coming Changes to Standard Ethernet: Industrial IoT Convergence with the Control System



Join AVnu Alliance and members, Cisco, General Electric and National Instruments for a free-to-join webinar hosted by Control Engineering on **September 30, 2015 at 2PM EST.**

For complete details and to register for the webinar, click [here](#).

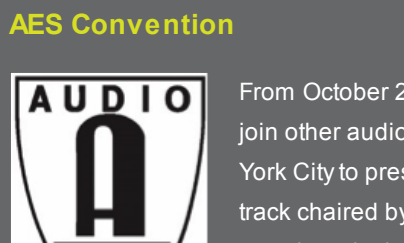
The webinar will look at the move toward "Deterministic Ethernet" and the Industrial Internet of Things (IIoT) and focus on how controls companies are working hand-in-hand with technology vendors to build deterministic real-time control platforms on open source, secure networking infrastructure. There is a high demand for a converged solution to meet the needs of existing and emerging applications. These updates to standard Ethernet will meet the needs of industrial control and measurement applications while embracing the future promise of IIoT; solving the issues with interoperability while incorporating new capabilities needed in distributed systems such as improved security, addition of new measurement types, increased bandwidth, and integration of mobile and web-based devices.

The webinar will answer the following questions:

How is Ethernet evolving for the Industrial market? How will the Ethernet backbone be extended to the control system field devices? How is Time Sensitive Networking (TSN) going to impact the way these systems are built? How can TSN enable seamless convergence within control networks? How is open, non-proprietary, converged Ethernet critical to the integration of control systems into the IIoT? What is the timeline for these capabilities?

This webinar looks at the redefined capabilities that will enable standard Ethernet to be used for deterministic networking. AVnu Alliance will give an overview of the open standards work within the IEEE 802.1 task force and provide a viable timeline for evolved deterministic Ethernet or TSN. The webinar will take a broad look at how AVnu Alliance is making this technology adoptable to the marketplace to create an open and interoperable ecosystem.

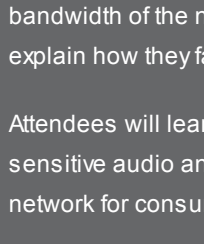
Deterministic Ethernet Forum



October 23, 2015 – Vienna, Austria

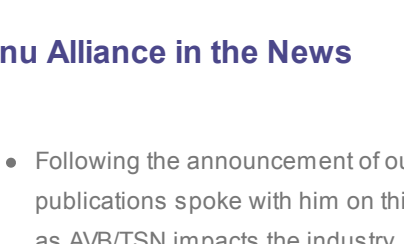
AVnu Alliance is proud to serve as a co-host of the Deterministic Ethernet Forum to be held October 23, 2015 in Vienna, Austria. Alongside members TTTech and Cisco, the Alliance will support this event that brings together executives and decision-makers from leading OEMs and technology suppliers driving Deterministic Ethernet adoption. The event will feature keynotes in three different tracks from AVnu Alliance, Audi, Altera and Cisco, to focus on the strategic implications of the automotive and industrial Deterministic Ethernet standards for companies around the globe. A full list of speakers and details on the event, as well as registration, can be found on the [event website](#).

AES Convention



From October 29 – November 1, 2015, AVnu Alliance members will join other audio professionals at the 139th AES Convention in New York City to present on a number of topics in the audio networking track chaired by Tim Shuttleworth. Topics presented by alliance members include: AVB/TSN for Live Sound and House of Worship presented by Tom Knesel from Pivtec as well as a primer on AVB/TSN implementation. The event agenda is being finalized as we speak, but check the [official website](#) to find out when AVB/TSN sessions will be available.

CEDIA Expo 2015 Training Course – The Power of Sync in Networked Consumer Audio



Greg Schlechter, AVnu Alliance Marketing Workgroup Chair and JB Fowler, Senior Product Manager at Control4 will educate CEDIA Expo 2015 attendees on the benefits that sync provides when exchanging data and distributing digital content across multiple devices.

In recent years, significant effort has been put into discovery, interoperability, media format compatibility and stream quality, as well as advancing security, speed, and overall bandwidth of the network foundation. The instructors will touch on these efforts and explain how they factor into managing the network's network.

Attendees will learn how adding foundational support to the network to manage time sensitive audio and video streams is the last critical piece toward a truly converged network for consumers and their content.

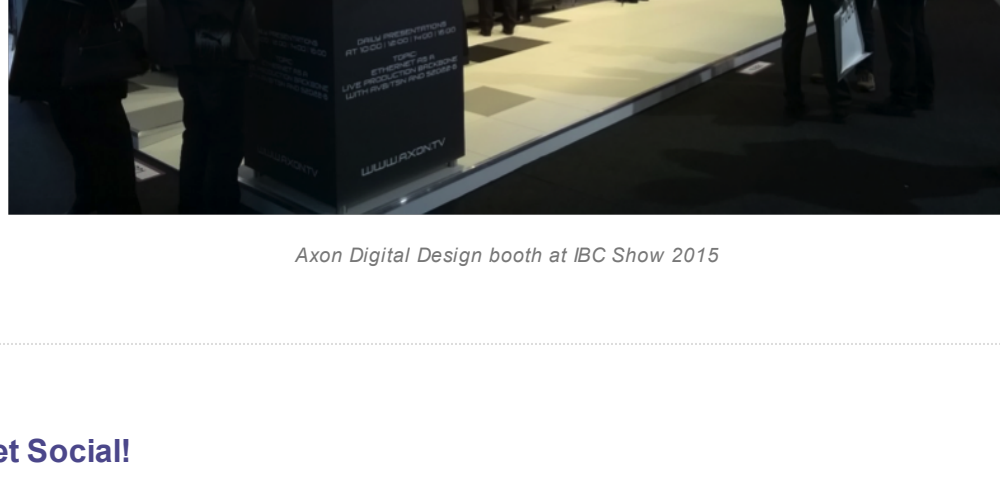
The hour long session will take place on Wednesday, October 15, 2015 at 4:00 PM CEST.

AVnu Alliance in the News

- Following the announcement of our new president, Gary Steubing of Cisco, several publications spoke with him on this new role and his plan to tackle the challenges ahead as AVB/TSN impacts the industry. Jon Chapple, Pro Sound News Europe, spoke with Steubing soon after his appointment was made public, for his piece, ["A new dawn for AVnu?"](#) "Steubing, who is more than familiar with the 'extended timescales' involved in getting standards-based technologies to achieve market traction, believes that, aided by the forthcoming TSN (Time Sensitive Networking) standard, AVB could be on the verge of a productive new phase." PSN Europe also named Steubing to their [July 2015 Movers and Shakers](#) along with the appointment of the new alliance chairman, Kevin Stanton of Intel.
- AV Technology Magazine published an article: [AVnu Certification: The Drill Down](#), including quotes from Biamp, Meyer Sound, AVnu's president - Gary Steubing, an integrator from ICS, Extreme Networks and others all touting the benefits of AVnu certification on the market as a whole and for member companies that have undergone AVnu certification testing. **"No matter the application or industry, devices have to interoperate in an open way with many other devices, vendors, and manufacturers. That is why standards matter... AVnu certification means that end users have more choice with best-of-breed products from different manufacturers without worrying if the selected products will work together or not. Interoperability ultimately accelerates a broader ecosystem of devices, which is the long-term advantage of AVnu's certification program."**
- The same outlet also published an article by Graeme Harrison at Biamp - [TSN: Delivering the Promise of IoT](#) **"The key takeaway for the AV community? Start considering solutions outside of the traditional realm of our industry, by keeping abreast of changes in other markets and being open to incorporating new innovations that merge with IT infrastructures."**
- At InfoComm 2015, our friends at [AV Nation TV](#) and [AV Shop Talk](#) stopped by the AVnu Alliance pavilion to chat with our new Pro AV workgroup chair, Patrick Prothe, about the progress we've made with AVB/TSN and the variety of case studies AVnu Alliance highlighted at the show. After speaking with Prothe, AV Shop Talk Hosts Nate Schneider and Jason Griffing agreed in the statement, **"AVnu Alliance is doing the right thing, doing its due diligence with certification and AVB is here for the long haul."** Listen to the full podcast [here](#).
- AVnu Alliance Industrial segment leaders, Todd Walter of National Instruments, Dan Sexton of General Electric and Paul Didier of Cisco, sat down with Matt Kelland of Engineer Jobs Magazine to share their thoughts on [Engineering in the New Industrial Revolution](#). When asked about the Industrial Internet of Things, Paul Didier said, **"It's taken a while for the Internet to really hit manufacturing, but for good reasons. If you have to wait 2 minutes for your Amazon purchase, no problem, if you have to wait two minutes to shut down a power station, that can be catastrophic. They can't move as fast as other businesses because of safety and regulations, but now technology is catching up with their needs."** Todd Walter encouraged young engineers to do their part in order to change the industry, **"Getting involved in AVnu is a good way to come up to speed on what's happening and find ways to participate. There are also forums in IEEE. We are looking for smart people to jump in and help to create change."**

Member News and Recognition

- **AudioScience Hono AVB Custom is AVnu-Certified:** Congrats to AudioScience on their second AVnu-certified product. The Hono AVB Mini family on the growing list of certified products. The Hono AVB Custom is AudioScience's most flexible 1U design. A total of 32x32 audio channels are available, sourced from up to four modules. Customers may pick the modules they want to populate with as well as the connectors. Available modules include eight channel analog I/O, eight channel AES/EBU I/O, eight channel microphone preamp and 16x16 GPIO. Connector choices are 3.81mm Terminal Block, StudioHub RJ45, 50 pin Centronics and 1/4 inch TRS.
- **General Electric unveiled high-speed network infrastructure** to connect machines, data and people at light speed to the industrial internet at the Industrial Internet Consortium meeting in Niskayuna, NY in July. Full details can be found in their press release [here](#).
- AVnu Alliance members, Biamp Systems and Intel are joining forces to bring Biamp's TesiraFORTE digital audio processing system into a wireless collaboration solution, the Intel Unite. Connected via USB port, TesiraFORTE within Intel Unite will add fast, high-quality sound to any UCC environment. Full details are available in this [AV Technology Magazine](#) story.
- **Axon Digital Design showcased and demonstrated an Ethernet AVB/TSN backbone** working effectively in a production environment at IBC 2015. The broadcast solution featured 216 HD input and output streams in one network via AVB with 350 Gbit of total bandwidth – one of the largest AVB/TSN Systems ever built! Extreme Networks switches were also used.



Axon Digital Design booth at IBC Show 2015

Get Social!

Join our communities: Connect with AVnu Alliance to stay up to date on all Alliance announcements, including where we're going and what we're doing via our Twitter account ([@AVnu_Alliance](#)). You're also encouraged to join the conversation on our [LinkedIn page](#).