



Requirements for Posting Material on AVnu Web site

AVnu Alliance is committed to the advancement of professional quality networked audio and video by promoting adoption of the IEEE 802.1 Audio Video Bridging (AVB), and related, standards.

In order to further AVnu's objectives, the Alliance welcomes material to be submitted for inclusion on the AVnu Alliance web site. Contributions from members and non-members alike are welcome. AVnu's objectives are detailed in Article 3 of the AVnu Alliance Bylaws and are available on the AVnu web site (http://www.avnu.org/resource_library).

Material for consideration must align with AVnu's stated objectives and be technically accurate. AVnu reserves the right to reject any material which does not meet both of these criteria.

Additionally, material for consideration should follow these guidelines:

- Educate the audience on the features of AVnu technologies.
- Promote the values and benefits of AVnu technologies (as opposed to demoting competitive technologies)
- Be factual and portray AVnu in a positive tone—there should not be any references, commentary, etc., that may be interpreted as negative or otherwise used to potentially diminish AVnu in the recognized, target market segments
- Not discuss any AVnu confidential information
- Avoid member company specific marketing although self-identification is acceptable (e.g. inclusion of the company logo)
- Whitepaper may not be on AVnu Alliance letter head
- The submitter(s) of the material is (are) solely responsible for securing any and all legal approval allowing for public consumption of content

Prior to inclusion on the AVnu Alliance web site, all material must be reviewed and approved by the appropriate work group(s) within AVnu and by the AVnu Board of Directors.

Material should be concurrently submitted via email to the AVnu Technical and Marketing Work Group Chairs at avnu_marketing-chair@avnu.org and avnu_technical-chair@avnu.org. The chairs will inform AVnu Administration that a submission has been received and distribute it for review. AVnu Administration will officially acknowledge receipt to the submitter via email.

After acknowledgement is sent AVnu will review the submission and provide a response to the submitter within 45 days.

Approved material will be posted on the AVnu Alliance web site. The material, and the web page on which the material is posted, will note: *Contents herein are not necessarily endorsed by AVnu Alliance, and solely represent respective authors or companies' views.*



Author(s) retain full copyright and AVnu Alliance will not edit or repost the material under a different name.

Rejected material, either in whole or part, will be returned to the submitter with a brief summary of the organization's concerns. Repeat submissions are allowed; however, they **must** be accompanied by a detailed accounting of changes made to the material and a summary of why these changes address the original concerns. Repeat submissions are subject to the same process above.

Please direct any questions to AVnu Administration (administration@avnu.org, +1-503-619-0571).