Case Studies

Energus Cyber Lab readies the next generation of cybercrime fighters

The new Cyber Lab is the result of a collaboration between the NDA and Energus and provides an immersive learning space where apprentices can experience simulated cyber attacks in an authentic,

Networked AV: industry insights

For this networked AV feature, we've got insights from a range of players to understand the current landscape and preview how things will evolve over the next few years in this technology space. Here's our discussion with Josh Rush, senior vice president of marketing and products, Audinate

In what way does the growing influence of the IT department alter the design and deployment of networked AV solutions?

At a high level, IT managers want their AV products to function like the rest of the products on their network. This means a number of things… first, products that can be networked on standard IP infrastructure are critical, as IT managers don't want to procure and manage separate networking infrastructure specifically for AV products. Next, security is top of mind for the entire IT department, and AV products need to fit into the security framework IT managers have deployed for the rest of their network. This means allowing for user-level access control and authentication, as well as device-level security best practices. Finally, they want the same network management and diagnostic capabilities that are commonplace with other IT products, but are relatively new when it comes to AV devices.

Do you envisage any potential problems with AV and IT convergence?

I think another challenge with AV and IT convergence is the traditional AV industry learning to effectively communicate with the IT department. Another challenge is fixing the misconception within the IT world, that AV networking relies on proprietary or non-standard protocols.

Vist the website at:

How do you see networked AV projects evolving over the next few years?

First, I think the biggest trend will be the proliferation of networked AV projects. During a recent focus group with AV and IT managers, it was clear that nearly every new medium to large scale AV project being considered is assumed to be networked. This represents a big shift from just a few years ago. Second, I think you will see more manufacturers and integrators deliver the tools and features that are important to IT managers. Whether that is enhanced security features or network management software like Dante Domain Manager, these will make the dialogue with the IT department easier, and lead to more networked AV projects. For Audinate, we will continue to invest in enhancing the Dante platform with the features that are important to the IT department.

I do see a lot of development on conferencing and there's a lot of innovation occurring there. I also see the retrofitting of non-networked technologies with tools like Dante AVIO adapters to bring them onto the network and that's making the networked universe larger and more powerful.

What's your vision of the networked AV endgame?

To get the best vision of what the AV industry will look like in the future, one just needs to look at the evolution of the IT industry in general. As AV becomes just another system on the network, it's not a stretch to imagine a world where AV is shaped by software-based solutions rather than bespoke hardware, operating in virtualized environments and enhanced by cloud-based services. A great blueprint for the AV industry is how corporate telecommunications evolved over the last 15 years. What was once a separate department with bespoke PSTN/POTS systems has now almost 100% migrated to VoIP solutions running on the main corporate network, deployed and managed through the cloud.

There is a term called 'the network effect', which basically supposes that the value of a network grows exponentially with each additional node (or person or product) that is added to the network. The network effect tends to create a dominant solution since interoperability is critical, versus a landscape of disparate, incompatible technologies. With Dante's dominant market share and rapid adoption by the market, I believe that Dante is very well positioned to be that preferred protocol for the AV industry.