



DANTE™ AV NETWORKING WORLD

AMSTERDAM - 9 FEBRUARY 2015

How Media Networking Drives Innovation

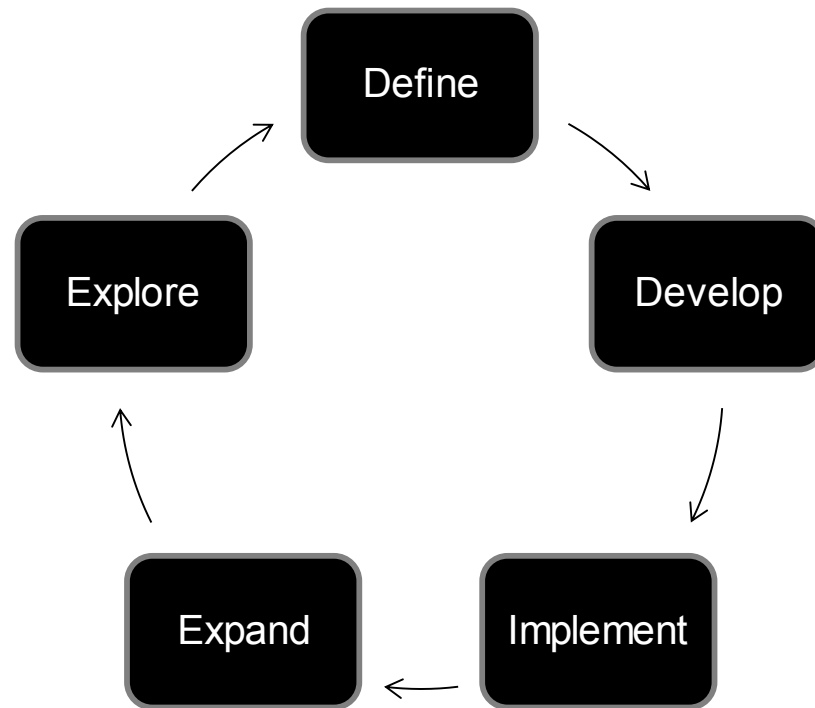
Ethan Wetzell
OCA Alliance

Innovation Cycle

1. Identify a problem
2. Provide a solution
3. Create consistency

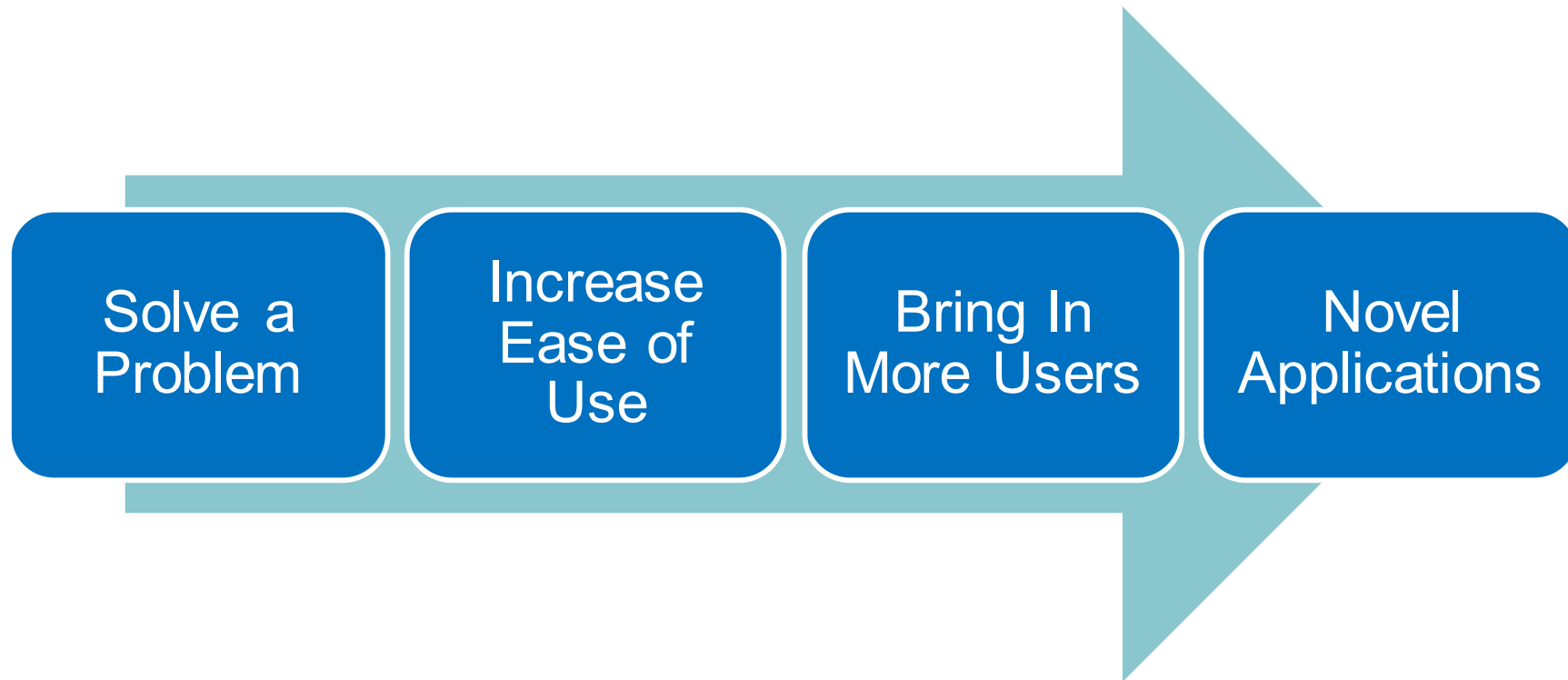
- Then...

1. Expand adoption
2. Iterate and Evolve



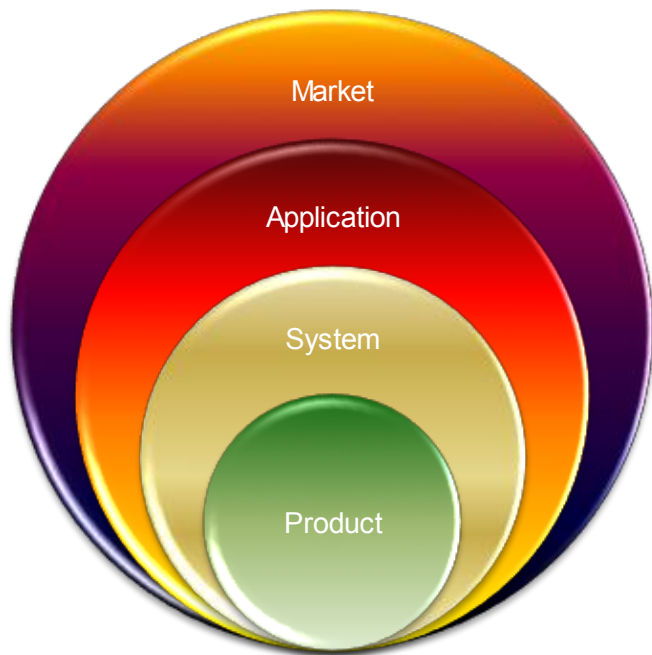
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Standards Evolving Applications



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Expanding Relevance



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Evolution In Action



Solve a Problem

Increase Ease of Use

Bring In More Users

Novel Applications

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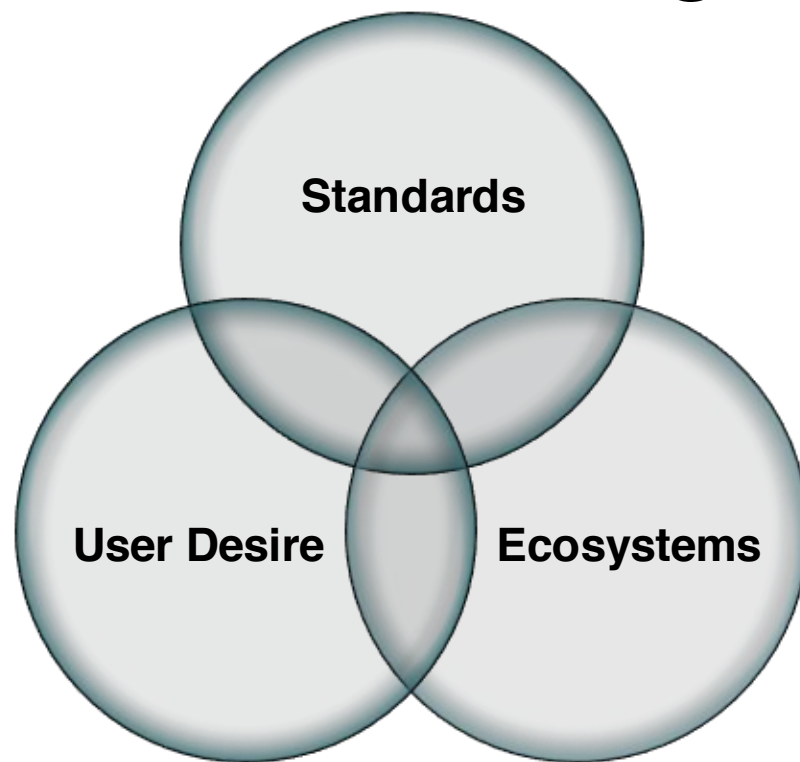
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Standards Alone Aren't Enough

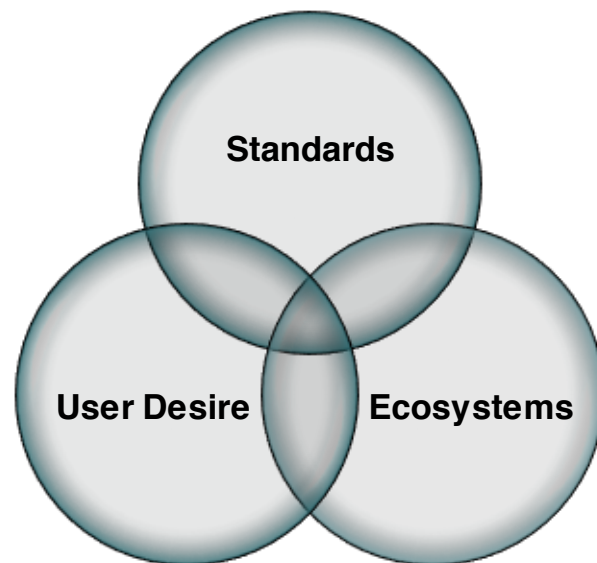
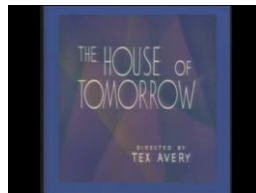
- Standards are key, but can't stand alone
 - Users must need it
 - An ecosystem must develop
 - The standard must evolve with the users and ecosystem



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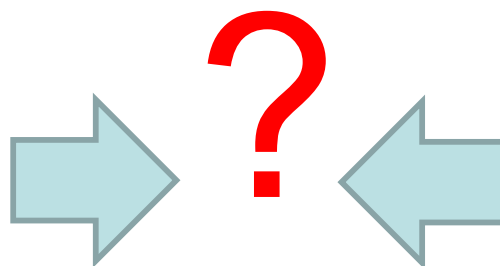
Don't Lose Sight Of the User

- The “Internet Of Things”
- We have ways to connect everything that are standards-driven
 - Neat, but why?
 - No, really-why?



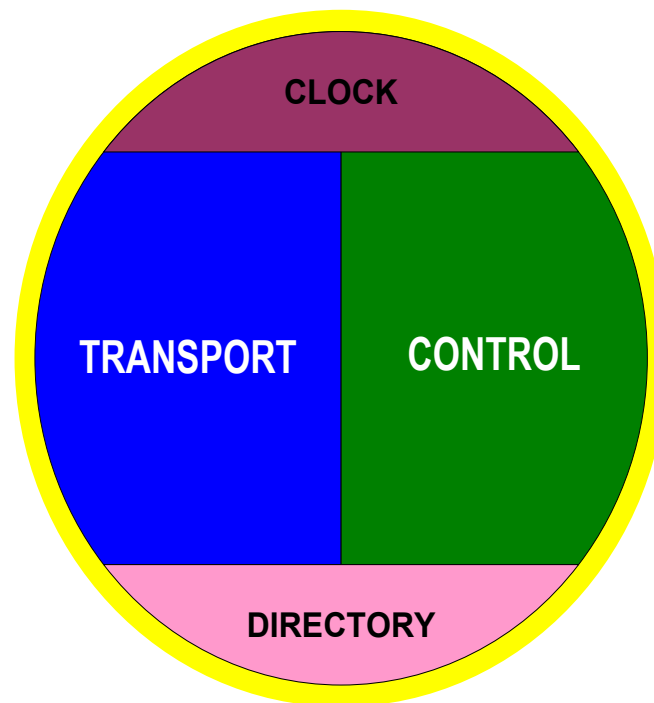
									  
									
									

Bridging Gaps



Prognosis

- User interaction patterns will continue to evolve
- Integration will continue to expand
- Systems must become contextually aware



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Some Benefits of Standard Control

- Single GUIs
 - The right interface for the right people
- Simplified programming
 - No more wrestling with multiple languages/protocols
- Machine-to-machine communication
 - Devices can talk to each other instead of being “translated”
- Easier integration
 - Replacing or upgrading equipment is simplified

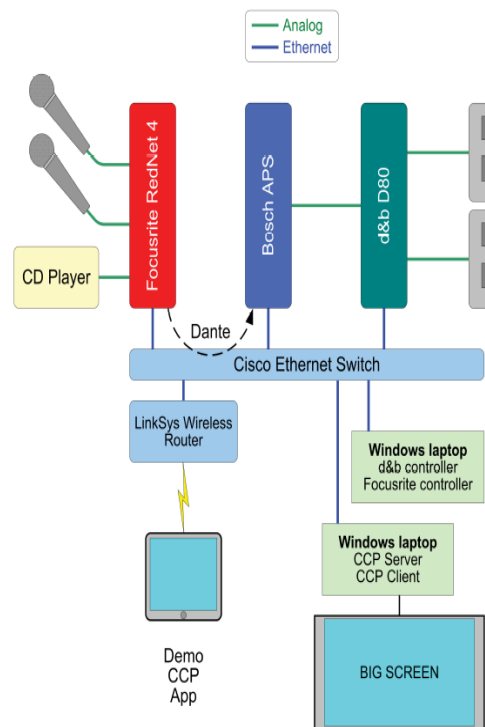
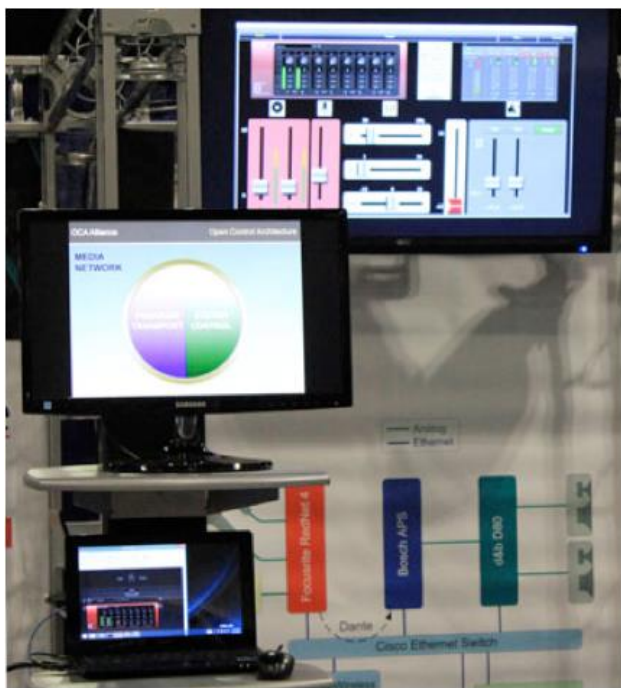
									
									
									

What is OCA?

- Control and monitoring architecture for networked media devices
 - "Media" = audio & video
- OCA is not
 - A media transport standard
 - A device programming model
 - A system controller programming model
 - A user interface generation architecture
 - Tied to any specific audio transport
- Target
 - Professional applications
 - Networks of all sizes, tiny (2 nodes) to huge (10k nodes)
 - Mission-critical applications
- Goal
 - Open public standard (AES X-210)

AES X-210 and OCA



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Real Scenarios Today

- Remote Preamp control from a mixing console
- Available, but still limited
 - Adds flexibility
 - Improves ease of use
 - Unifies hardware into a system



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Real Scenarios Today

- We are controlling gain remotely
 - But this is for inputs
 - What about other kinds of level controls?
- Problem:
 - I have a system where lots of different mixers come into the venue
 - They all have different maximum output levels
 - Some of these clip the inputs to my system
 - Checking the levels takes time and is not always done correctly

Evolving the Solution

“I wish I could...”

- Solve these gain staging problems by having one device tell the other what kind of input level it can handle.

“I’m glad I don’t have to...”

- Add additional work-arounds or worry about my equipment being damaged because this saves me time and produces better results.

“I think I’ll try...”

- Using a different piece of equipment that has more features and functions that better fit my needs, but I didn’t think that I could use before.

“What if...”

- I could use this same functionality to properly automate the gain staging of highly distributed and complex systems.

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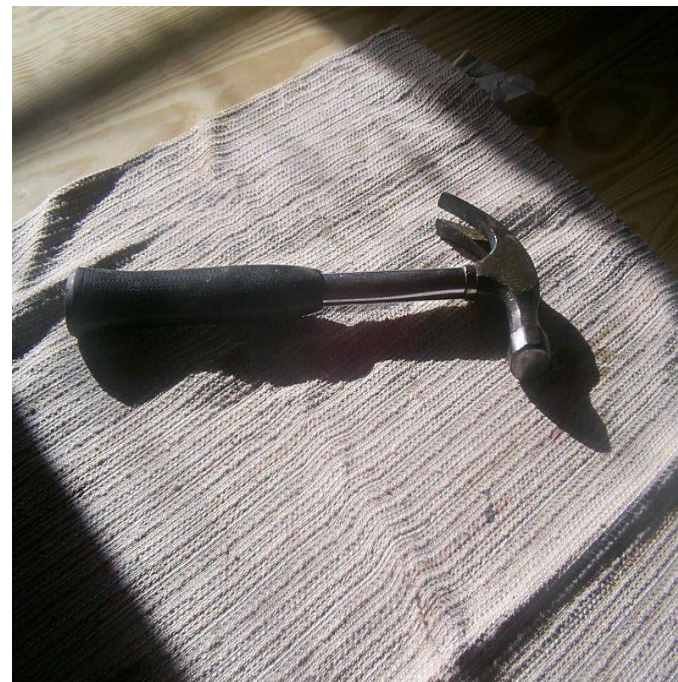
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Where Is the Actual Value?

- Value is in choosing what I need
- Value is in how I interact with it
- Value is in flexibility and choice
- Value is in my time





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Thank You

Questions?

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