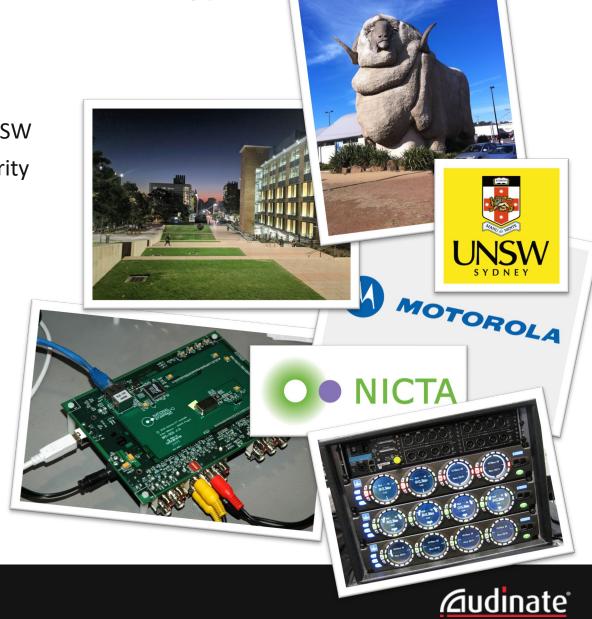


Agenda Welcome (Rob Goss) Vision & strategy recap (Aidan Williams) System Integrator fireside chat (Chris Dodds) Marketing strategy & approach (Josh Rush) Technology demonstration (Chris Ware) Sales strategy & approach (John Rechsteiner)



New CEO – co-founder, accelerating the same strategy

- My background
 - Country boy, from outside Goulburn, NSW
 - Studied Electrical Engineering & Computer Science @ UNSW
- Early career managing large IT systems, campus networks, security
- Joined Motorola Labs in R&D (2000)
 - Focused on plug-and-play networking, home networks
 - Internet standards development
- The genesis of Dante (2004)
 - Amateur musician, recording & production on computers
 - Project pitched to NICTA (part of CSIRO) back in 2004
- Spun out / created Audinate (2006)
 - To sign Dolby as first customer
 - To raise funding & provide Dante to the world ...



CEO Transition

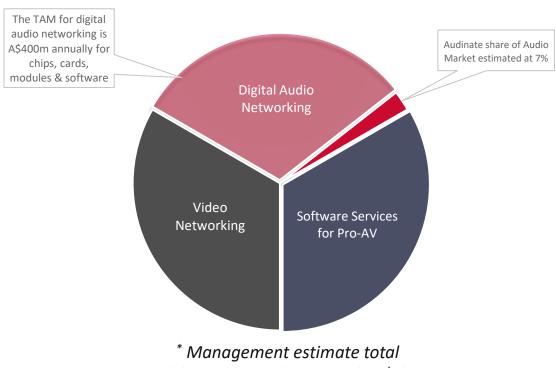
- Lee Ellison retired mid-September & I became CEO
 - Internal transition from founder/CTO
 - Known quantity for customers, staff, investors
 - A continuation of our long term strategy
- My role
 - Early stage: just about everything!
 - Pre-CEO, strategy, products, technology R&D, IR, partnerships, ...
 - As CEO, continuation with additional responsibilities
- Audinate remains (always has been) a team effort
 - Today you'll hear from several key people



Audinate is driving the transformation of the AV industry

- Networked digital connectivity is replacing traditional, point-to-point analogue cabling in the AV industry
- Software-based AV systems are replacing hardware AV systems, in the next wave of industry transformation
- Transformation analogous to the impact of VoIP on the telecom industry

Audinate Total Addressable Market ('TAM')*



addressable market exceeds A\$1bn



Dante Platform is an "AV Application Stack"

System Control UIs User Control UIs "avOS" AV Apps System Dante Controller *Software* Dante Domain Manager DAL/DEP Video DVS/Via Software Dante Networking (Signal Distribution) Dante for OEMs: Hardware & Software Dante **Products** A/V products: Mics, speakers, cameras, etc from OEMs Networking: TCP/IP, Ethernet, WiFi, PowerLine, ...



Well positioned to deliver attractive long-term growth

Audinate has the foundations in place to accelerate our product development and support the software transition of the AV industry over the medium term



Investing to double Audinate's engineering and R&D functions over the next two years



Putting in place the business infrastructure platform to support long term growth



Developing next generation Dante audio and video software implementations



Make Dante AV the technology of choice for OEMs



Expand its Total Addressable Market with the addition of video & software products





My background

- 12 years at Audinate as VP and SVP Engineering
- Background in Electrical Engineering, PhD in Communications Eng.
- Significant experience building Networking & Wireless technologies
- Time at Motorola (both in USA and Sydney) and Alcatel in R&D, IP, and standards development roles
- Long interest in live production, music recording, making noise





My background

- Live in Portland, Oregon USA
- Always had an interest in the intersection of entertainment and technology
- Produced music and DJ'ed in my younger days
- Did time in advertising and consumer packaged goods
- MBA from University of Southern California
- Long stint at HP, including Digital Entertainment product management & marketing
- 5 years at Audinate as SVP Marketing & Product















Key Markets where Dante is Used







Live Events

- Concerts
- Performing Arts
 - Houses of Worship

Installed AV

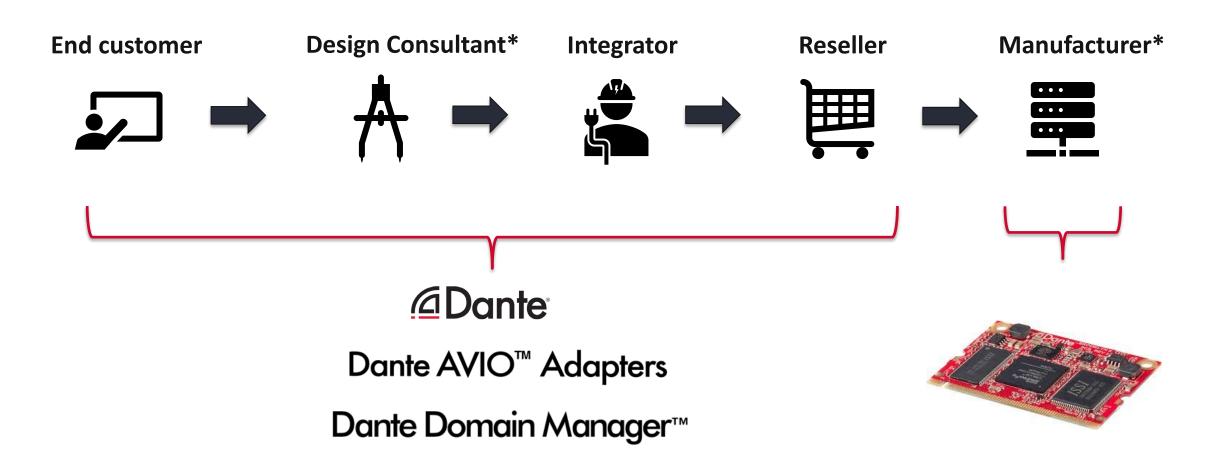
- Conference rooms
 - Education
- Stadiums/ Arenas
 - Hospitality

Broadcast

- TV & radio stations
- Remote production
- Post-production



Who Are Our Customers and What Are We Marketing to Them?

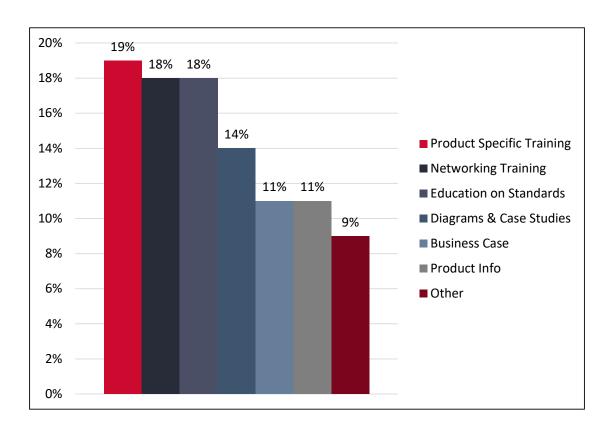


Dante Sits at the Intersection of AV and IT

- AV Managers and traditional AV consultants and integrators need to learning networking
- IT departments are increasingly responsible for AV functions, and need to learn about AV
- Both groups are considered "technical experts" for their customers, so even when something is simple, they want to know the nuts and bolt of how it works
- Education for both groups is key to building confidence and driving adoption



Research: What is Needed to Grow Usage of Networked AV



Source: "Audio Networking Global Tracking Study", RH Consulting



Dante Marketing Framework... Content is King



• Use end-user installations to inspire installers, design consultants and audio engineers about what is possible.



• Provide credible content to remove barriers to adoption (whitepapers, market research, authored articles).

"Educate"

• Ensure target customers have access to comprehensive training 24x7, 365 (in-person and online).



 Partner with OEMs, distributors and dealers to drive direct connection to purchase

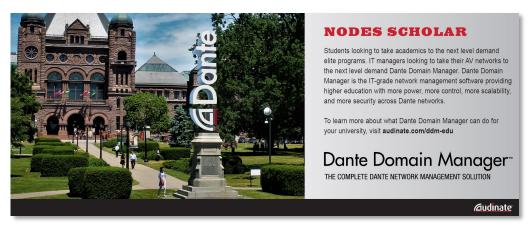


Example Marketing Activities

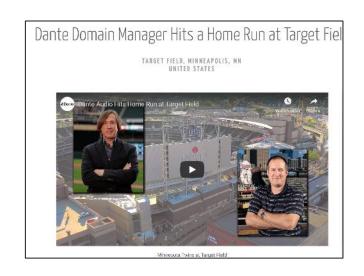
Webinars



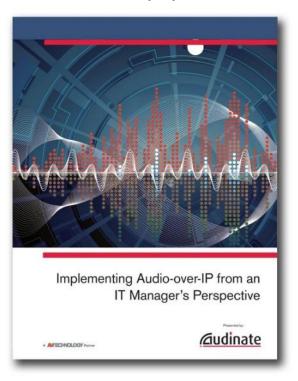
Digital Advertising



Case Studies



Whitepapers





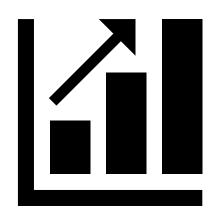
Dante Certification Training

- Standardized training curriculum targeting three industry roles:
 - System Consultant
 - System Installer
 - End User of System
- Certification includes 3 levels:
 - Level 1: Introduction to Dante
 - Level 2: Intermediate Certification
 - Level 3: Advanced Certification
- All 3 levels available both in person & online
- Over 60,000 people have been trained to date



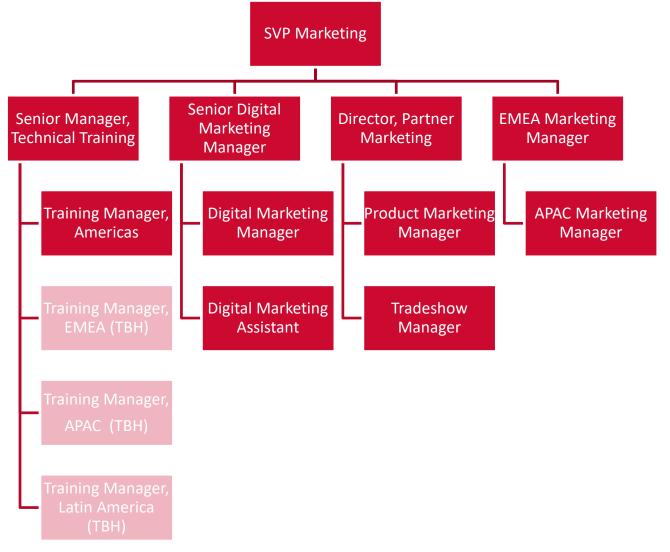
Key Metrics We Track

- Number of contacts in our database and followers on social media
- Number of people trained, in-person and online
- Leads generated for both OEM products and endcustomer products
- Engagement with key OEMS on joint marketing activities





Marketing Organisation



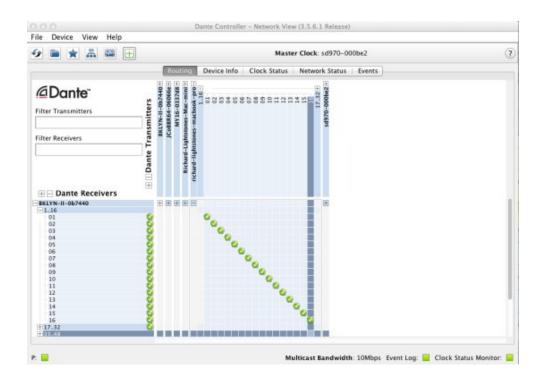




Dante Controller

Dante Controller

- Free system setup tool
 - Downloadable from Audinate homepage
 - Registration required
 - Makes virtual wires
 - > 250,000 downloads
- Simple & easy to use
 - Standard industry matrix view
 - Training provided via Dante Certification
- · Devices appear automatically
 - Intuitive device names
 - · No magic numbers, MAC or IP addresses
- Devices remember configuration
 - No need for Dante Controller to remain connected to the network
- Provide performance logs
 - Details of each device on the network for trouble-shooting



Dante Controller is the free configuration tool integrators use to create the "virtual wiring" between transmitting devices (e.g. microphones) and receiving devices (e.g. speakers)

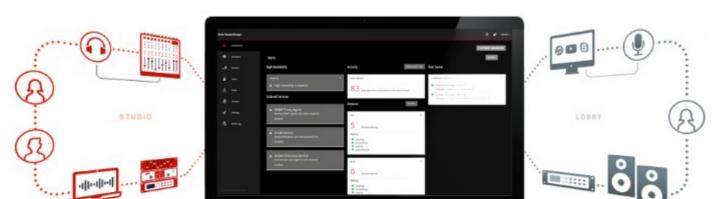


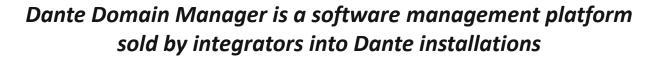
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Dante Domain Manager

Dante Domain Manager Complete Network Management System

- Security
 - Usernames/passwords identify users
 - Roles control access to the system
- Scalability
 - Create Dante systems spanning campus networks
 - Group Dante devices into logical managed systems
- Visibility
 - Centralise Dante system management
 - Monitor system status and changes from anywhere









New Software Products

Dante Application Library (DAL)

- Dante for PC/Mac applications
- Simple way for software developers to add Dante to their products
- Launched June 2019, commercially available
- Initial customer with Zoom, conferencing application
- Continue to drive adoption, revenue expected H2/FY20

Dante Embedded Platform (DEP)

- Dante for Linux OS, targeting manufacturers (OEMs)
- Supports Intel/x86 & ARM processors
- Launched June 2019, commercially available
- Initial customer with QSC (x86)
- Initial partner with Analog Devices, ARM-based DSP chips
- Drive adoption & partnerships, revenue expected H2/FY20

Software products enable:

- Wider proliferation, thru lowered marginal cost of adding Dante
- Retro-fit and upgrade of products already in the field





Ceiling Microphone

Dante IP Core (today) /

Dante Embedded Platform



Room Processor

Dante Embedded Platform





Conferencing Software Dante Application Library





Networked Speakers
Ultimo (today) /
Dante Embedded Platform

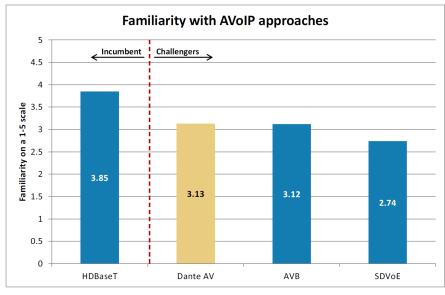


Dante AV – Audio and Video

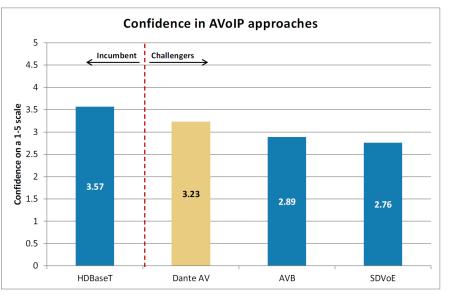
Incumbent Video Technologies

- HD BaseT (not an IP solution, point-to-point, equivalent of analogue audio cables)
- Vertically integrated OEMs with own proprietary solution
- Various networked IP solutions including JPEG 2000, SVDOE & ASpeed









Source: "State of AV-over-IP in 2019", Commercial Integrator, August 2019, Morgan Stanley Research



Dante AV – Audio and Video

Audinate points of difference with Dante AV

- Large industry network of Dante users/integrators
 - >60,000 Dante certified
- Ecosystem of >2,100 audio products
- Benefit of existing software stack including Dante Controller & Dante Domain Manager
- Interoperability within the same video codec
- Solves real technical issues around "lip sync" and content protection (HDCP)
- Avoids the need for expensive bespoke hardware i.e. video matrix switch





Dante AV – Audio and Video

Dante AV Module

- "AV-over-IP" networking module, OEM business model
- V+A+Network (1 video + 8 audio)
- Commercial launch June 2019, expected shipping end CY19
- First design win July 2019
- OEM products expected on the market mid-late CY20

Dante AV Product Design Suite

- Full HDMI-over-IP product design
- Accelerate OEM time to market & enable ODM business model
- Launched June 2019, availability end CY19
- AV Module + Compression + HDMI +

HDCP + USB + ...



Key FY20 goals:

- Drive design wins to generate FY21
 & beyond revenue pipeline
- Broaden product offerings
 (e.g. software, alternate chips, ...)



Dante AV Use Cases

Class Rooms Live presentations
Houses of Worship Conference Rooms
Transportation Hubs
Video Display Walls Sports Bars & Casinos



Wall plate – laptop input

Dante AV Module*



Camera – Capture Presenter

Dante AV Module*



Video Output – Projector

Dante AV Module*

* Illustrative examples not currently using Dante AV



Microphones, speakers
Various Dante Audio
Implementations





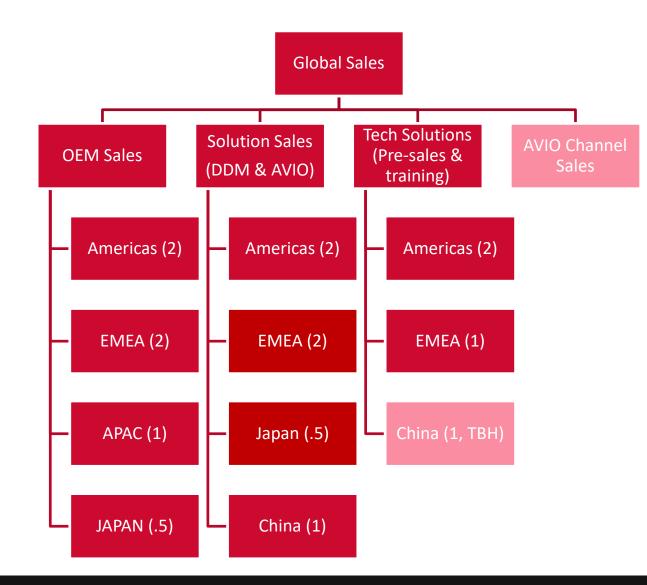
My background

- 5 years at Audinate as SVP Global Sales and prior VP of Global Sales and Support
- 20 years at Avid and Digidesign leading regional, national and global sales & marketing organizations
- 8 years spent in Japan leading Asia Pacific organization, building out and managing Japan and China teams
- Extensive experience in Pro audio, Broadcast and Retail audio markets
- 2 years with a Japanese OEM focused start up in the test and measurement field
- Based in San Francisco



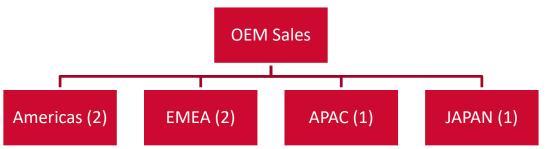
Sales organisation

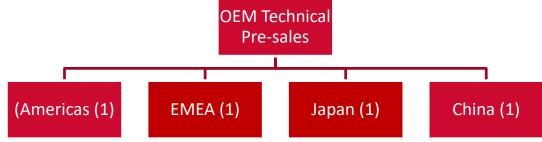
- 15 salespeople split into two vertical sales teams (OEM and Solution Sales)
- An end-user facing pre-sales team
- A separate support team for OEM pre and post-sales support residing in the Operations department
- Geographically based to attend to customers locally in their preferred language and culture





OEM Sales and Support Structure





- Extensive experience in long cycle OEM focused sales
- Veteran salespeople 15+ years in OEM and enterprise sales roles
- Domain experience in Audio and/or Video & Control
- Team possesses combination of "Hunting" and "Farming" skills to address all phases of OEM lifecycle

- Field Application Engineers with E.E. degrees
- Audio or Video and often semiconductor experience
- Expert in engagement with OEM engineers, able to talk their language and explain the technical characteristics of Audinate's solutions at a detailed level
- Also handle post-sales technical issues with OEMs as first tier support



OEM Sales Strategy

Land & Expand

- Land new OEMs with initial project and grow number of products
- Aim to get Dante audio standard in all projects

Deep engagement with Engineering

• Enable OEM to implement Dante quickly

Outreach to Sales & Marketing teams

Better enable OEMs to sell & market Dante through their channel

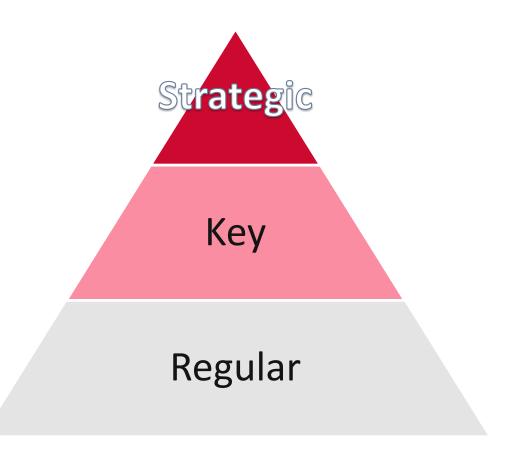
Extend OEM to other Dante Platforms

• Extend to Dante in software, video & control platforms



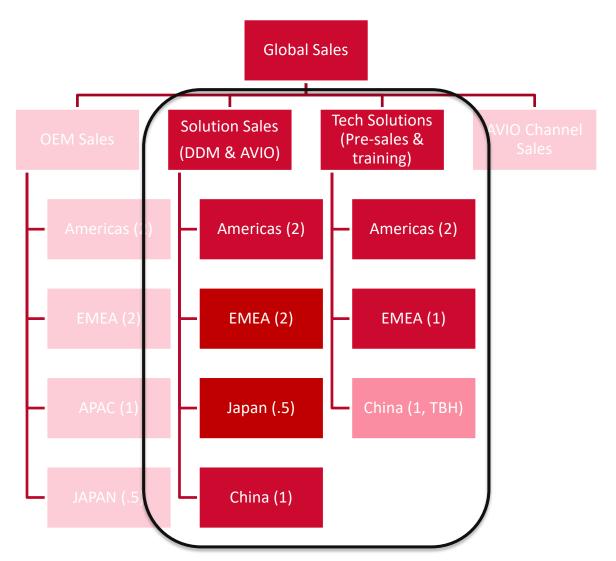
Tiering of OEM accounts allows focus on highest value accounts

- Build the key relationships through the organization that allow us to maximize the account potential
- Identify the product decision makers, influencers, and potential roadblocks
- Develop high levels of product awareness of Dante and Audinate's capabilities
- Make Dante the preferred networking solution
- Leverage current relationships to expand into other business units and with new product lines such as video and control



Dante Domain Manager and AVIO Sales Team

- Solution Sales team is established and now has a global footprint
- Audinate team has extensive industry experience in conferencing, broadcast and commercial audio
- China and Japan are nascent markets focused on education and raising product awareness
- Tech Solutions pre-sales team evangelize, demonstrate and support new customers while providing detailed technical information
- The team present Dante certification and other training events worldwide





Dante Domain Manager Sales Strategy

- Dante Domain Manager is aimed at system integrators and end customers in the conferencing, broadcast, installed sound and pro audio markets
- Access to end-users is primarily via system integrators
- Built distribution channel of over 100 system integrators, covering all major markets
- FY20 focus on key industry verticals supported by dedicated marketing campaigns
- Initial high touch sales strategy with the end-users as this is new technology without many other products to compare
- Early success based on Audinate involvement but over time sales momentum will come from reseller activities





AVIO Sales Strategy

- AVIO also aimed at system integrators and end customers in the conferencing, broadcast, installed sound and pro audio markets
- Two-pronged distribution strategy
 - Online reseller channel
 - System integrator channel
- Distribution channel of over 50 partners (online resellers, system integrators & distributors) provide coverage into all major markets and geographies

















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