



AUDINATE

PIONEERING THE FUTURE OF AV

Technology Investor Day

16th May 2024

Welcome



Introduction

Acknowledgement of Country

Housekeeping

Agenda

Agenda



Welcome

Belinda Koch

Meet the Chairman

Rob Goss & David Krall

AGNSW Dante Use Case

Belinda Koch + AGNSW AV team

Strategy Update

Chris Ware

Open Q&A with CEO

Aidan Williams

Close

Rob Goss

Meet the Chairman: David Krall

Rob Goss

Note: This session will be available online in the [Audinate Investor Centre](#) 



Dante Use Case: AGNSW AV Team

Belinda Koch & Ken Mitchell



Audinate Strategy Update

Chris Ware

Overview



- Audinate Strategic Aim
- Introduce the Dante Platform
- Near-Term Initiatives for Audio and Video product portfolios
- Dante Director

Strategic Aim

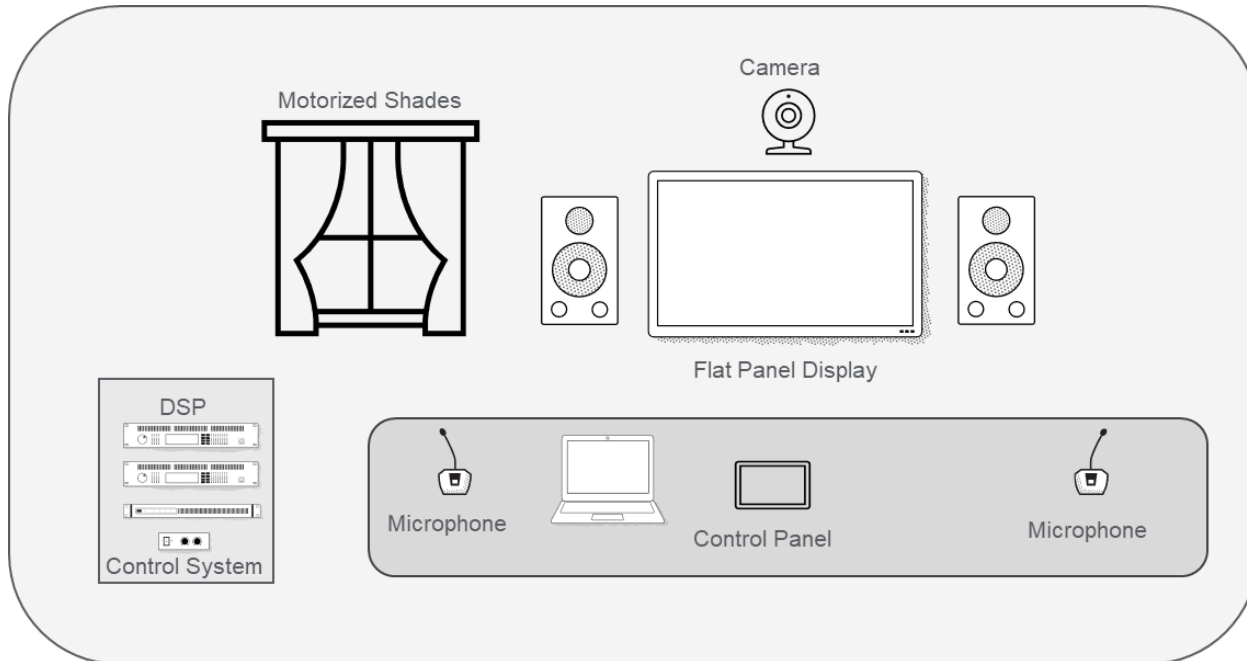


*“Empower AV systems designers
to deliver superior AV experiences
for their customers”*

What does that mean?

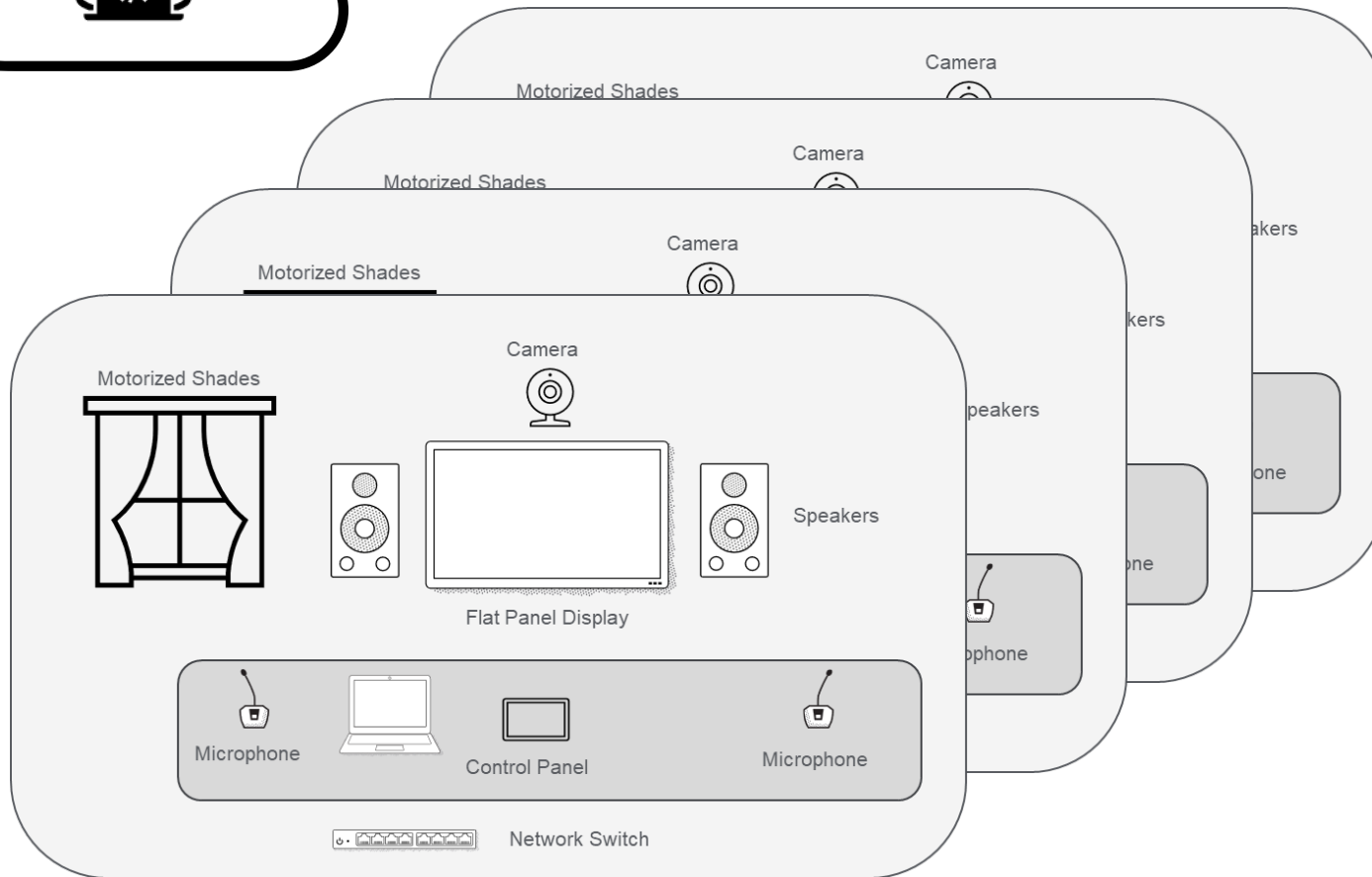
- All AV devices are inherently interoperable, regardless of manufacturer
- Core parts of the AV experience are delivered as software, making it easy to acquire, easy to customize, and cost effective
- Every AV device can be monitored, managed, and controlled, wherever it is in the world
- Media signals can be transmitted and received from any device and application

AV Today



- Analog wires
- Hardware DSP
- Manufacturer-specific control systems
- Media Signals are Local
- “Dumb” devices = Troubleshooting via sneakernet

AV Tomorrow



- All devices network connected
- Key functions as software running centrally or in the cloud
- Standardized, open control system (not manufacturer specific)
- Devices monitored and managed anywhere
- Media signals transmitted anywhere

What's in it for AV Pros & Users?

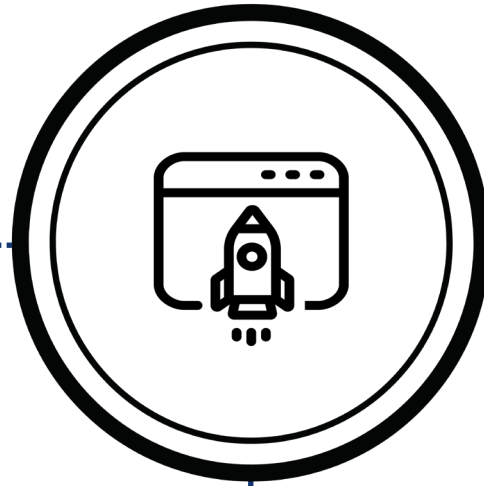


Remote support & management



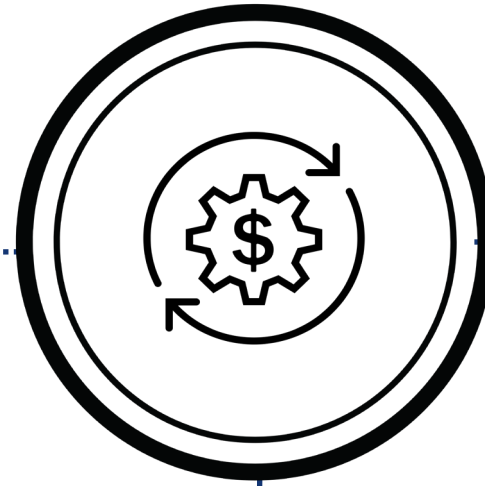
Increases efficiency, enables new, scalable business models for SIs

Simple deployment of new features



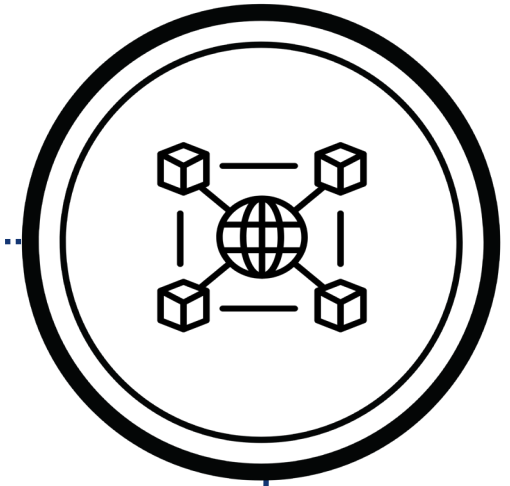
Aligns with business owners desire to treat AV as IT

Cost effective



Use existing in-building network cabling and IT compute equipment

Interoperability



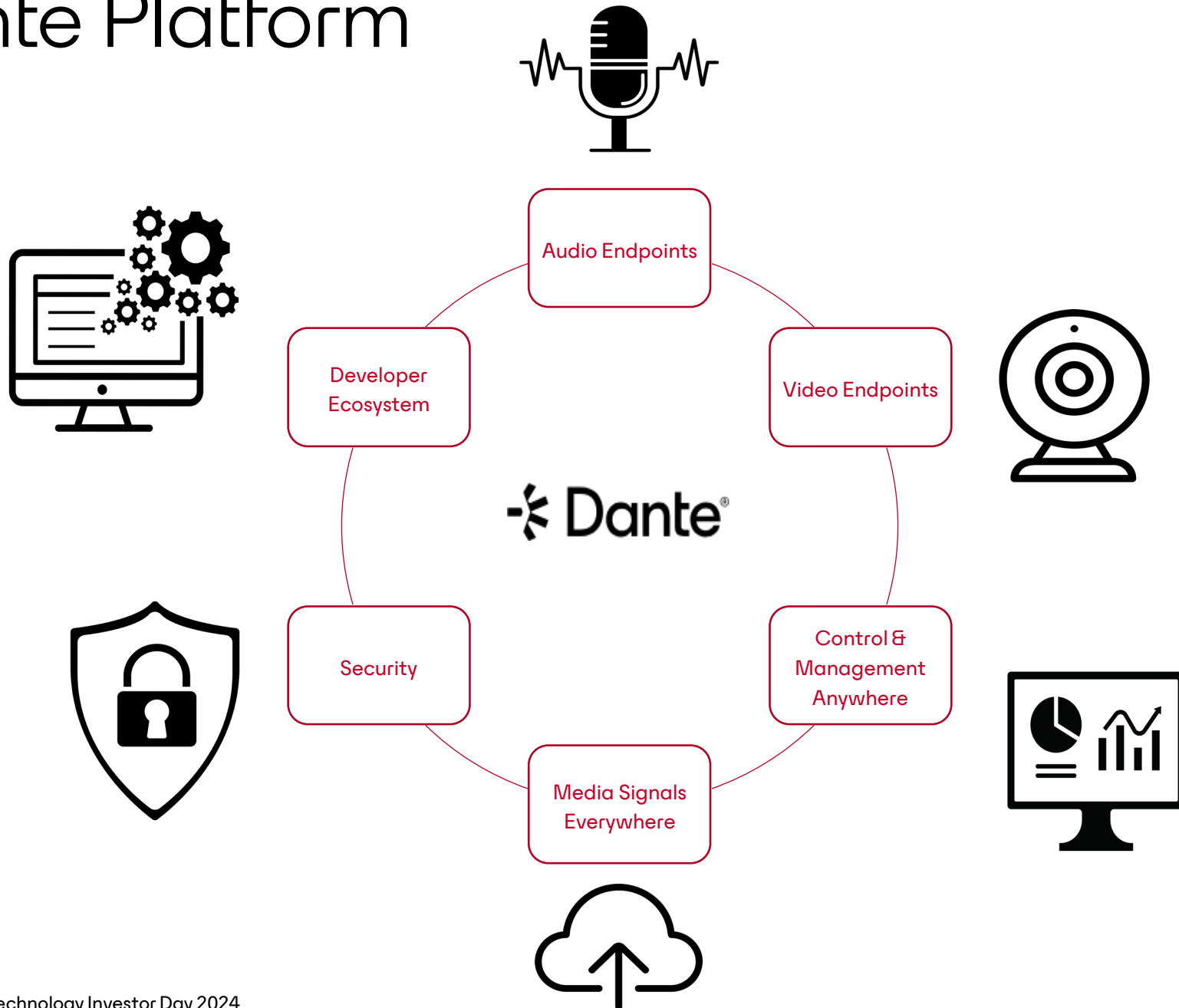
End-users don't love manufacturer walled gardens

Audinate is Uniquely Positioned to Deliver this for the AV Industry



- Dante software stack in 5M AV products already, shipping 1M+ every year.
- Dante *is* manufacturer-agnostic interoperability... not owned by or biased toward any one manufacturer
- Business model aligned with customers
- We sit in the media signal path enabling applications
- Customers strongly associate us with control and management

The Dante Platform



Audio Endpoints



- Over 4,000 Dante-enabled products from 600+ Manufacturers, 5M+ devices in the field
- Focus is on expanding Serviceable Addressable Market (SAM) by proliferating Dante into lower cost, higher volume products:
 - Microphones
 - Speakers
 - Conference room soundbars
- Shift to software is key... runs on existing hardware and operating systems, lower cost, easier to install, flexible licensing supports “Dante Ready” model
- Key near term initiatives:
 - Pro S1, Dante Embedded Platform on Android OS

Video Endpoints



- Over 50 manufacturers have licensed Dante AV, with 75+ products on the market
- Unlike audio (all uncompressed), compression is a reality for video, introducing tradeoffs between video quality, network bandwidth and cost

	Dante AV Ultra	Dante AV-A	Dante AV-H
Solution Overview	Highest Performance, lowest latency AV solution for SDI/HDMI replacement	Low latency AV distribution solution for hospitality, corporate, and other verticals	Cost Effective AV solution for meeting rooms, classrooms and small-scale video production.
Example Products	<ul style="list-style-type: none">• HDMI encoders/decoders• SDI encoders/decoders• Cameras• SDM cards (future)	<ul style="list-style-type: none">• HDMI encoders/decoders	<ul style="list-style-type: none">• HDMI Encoders/Decoders• Cameras• SDM cards (future)
Product Delivery	IP Core or FPGA Image (ZYNQ 30 FPGA)	Software to run on ASPEED AST1530	Software for existing H.264/H.265 SoC
Quality	Visually Lossless	Visually Lossless	Can be visually lossy
Latency	Sub frame	Sub frame	A few frames

- Near term initiatives to continue proliferation of video:
 - Dante Ready for AV-H cameras, IP Core for Ultra, Control features for AV-A

Control and Management Anywhere



The ability to control and manage Dante networks, regardless of the manufacturer of the product, is a key differentiator

The image displays three screenshots of Dante software interfaces, each in a rounded rectangular frame. The first screenshot on the left shows the Dante Controller interface with a network topology view. The middle screenshot shows the Dante Director interface with an 'Event Log' table listing events from July 27th. The third screenshot on the right shows the Dante Domain Manager interface with a dashboard and a list of managed devices.

Date & Time
27 Jul, 10:31
27 Jul, 10:31
27 Jul, 10:31
27 Jul, 10:31
27 Jul, 10:30

Dante Controller
- Free Software that allows Dante users to route signals, basic diagnostics on local area network

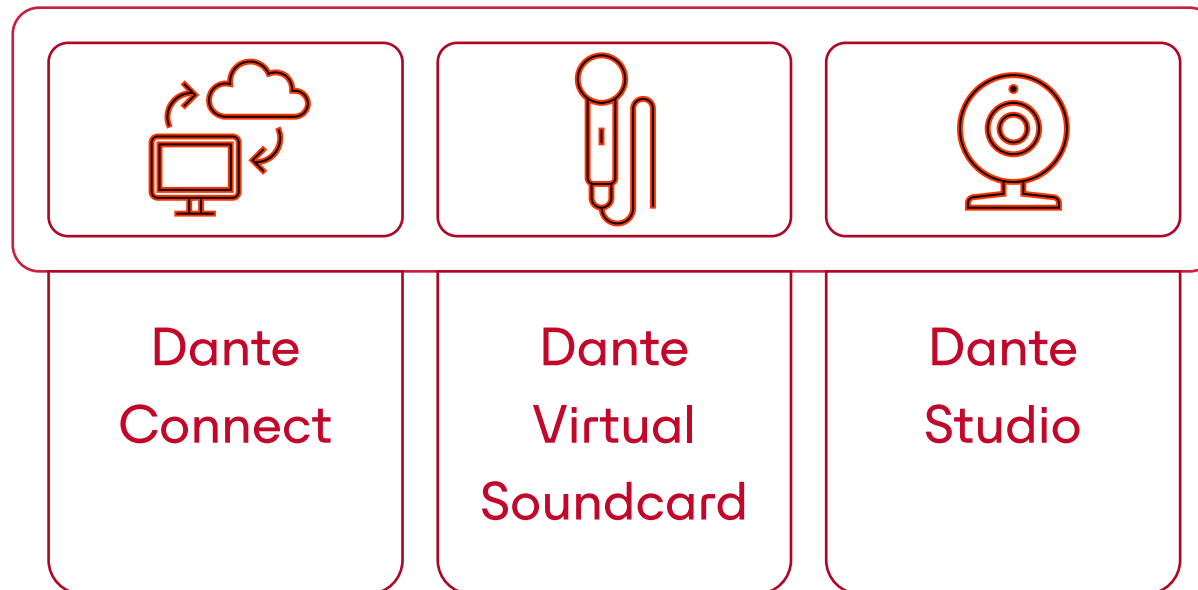
Dante Director
- Cloud based platform that allows access and management of any Dante-enabled device, anywhere in the world

Dante Domain Manager
- Enterprise grade software that allows for user access controls, cross subnet routing and logical device groups

Media Signals Everywhere



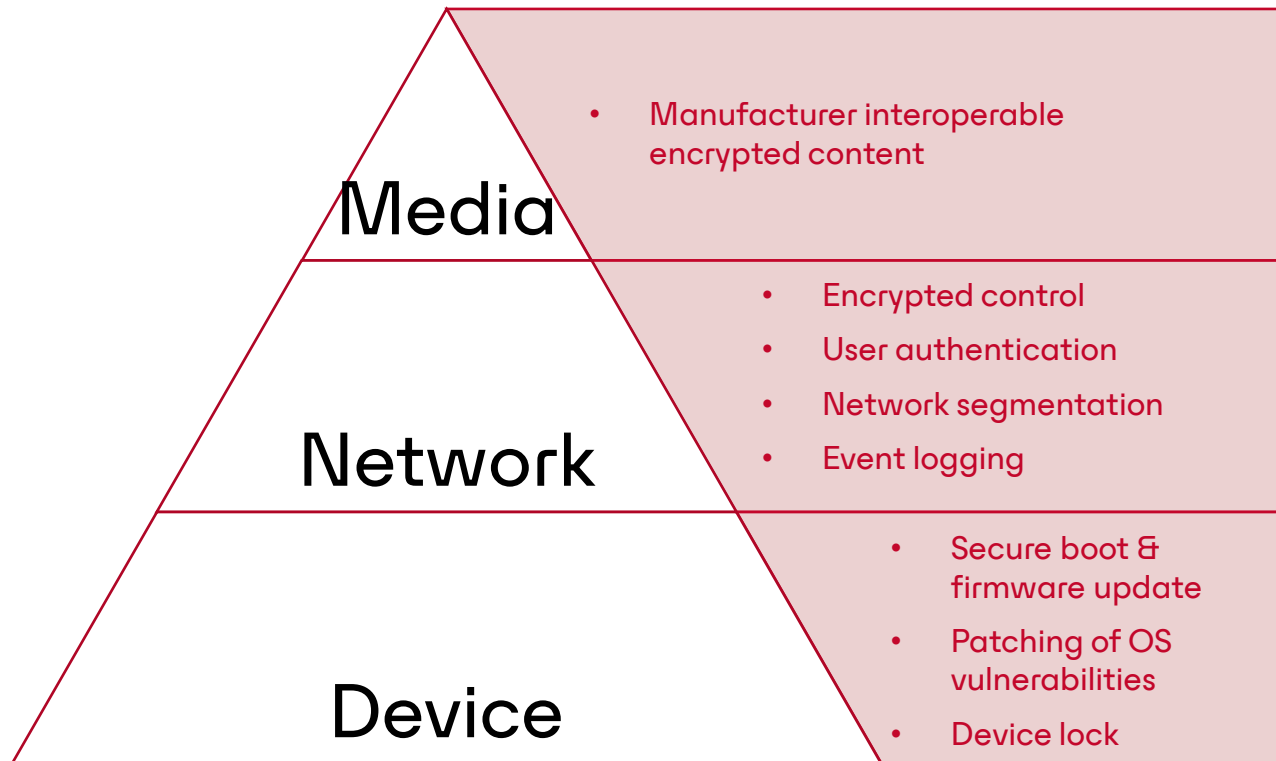
- Increasingly customers need to transport their audio and video signals not just between Dante-enabled devices, but in and out of computers, both locally and remotely
- Examples include remote production for broadcast, distributed campuses for corporate and higher education, remotely mixed live events, and more
- Near term initiatives for Dante Connect: Event based pricing, Google Cloud



Security and Compliance



- Security of AV over IP networks is one of the top concerns of IT Departments
- Dante is designed with security at its core



“The Dante ecosystem is huge and it continues to grow because Dante is incredibly solid, flexible, and secure.”

Phil Wagner, Senior Vice President
Solid State Logic

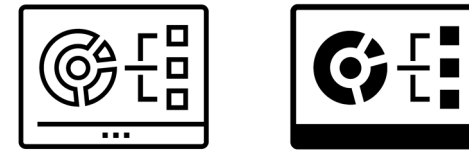
Developer Ecosystem



- Collection of tools and community that enable and support developers to build applications on the Dante Platform
- APIs Available with Dante Domain Manager or Dante Director
- Allows users to change routing and configuration using external control interfaces or commands
- For SIs and MSPs import data on customer system health to their own dashboards
- Dante SDK, Connect Edition allows for developers to remotely access media signals



CONTROL GUI



DASHBOARDS



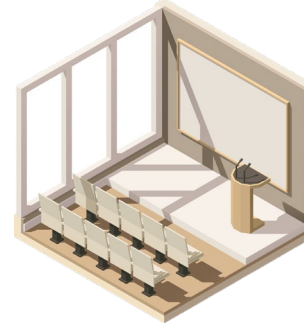
DATA ANALYTICS -
VISUALIZATION



Dante Director

Chris Ware & Tim Neal

Dante management ecosystem



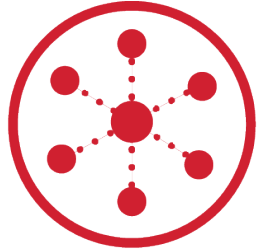
Dante Domain Manager

Integrators, MSPs and managers of large, complex Dante installations

Dante Director

Service providers and AV managers seeking remote management

Uses & Benefits of Dante Director



Remote management of Dante devices using Dante Controller and native Dante Director features.



User access control and security via unique usernames and passwords.



Network monitoring with event logging



Managed API integration for status monitoring and custom control surface development & use.

Open Q&A

Aidan Williams

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