

Networks were not invented for audio or video but for data...I suppose if they had been invented with audio/video in mind, then we wouldn't need an AV Networking Congress.

To create an **AV Networking Congress**, some companies came together to bring to Amsterdam a full agenda dedicated to media networking. The list reads like a Who is Who: *Atterotech, Audinate, Bosch, NTP, Link, Peavey Commercial Audio, Shure, Stagetec, Symetrix, TC Group,* and *Yamaha Commercial Audio* are all sponsors.

The day-long conference will take place in the Holiday Inn near the RAI on January 29th. Spaces are limited so pre-Registration goes without saying. (There, I said it!)

From Large Scale Audio Networks to the corporate boardrooms of tomorrow, to networked studio broadcasting to AV network convergence, the agenda for **AV Networking Congress 2013** is impressive as well as extensive.

The scheduled topics of evolution of new standards and AV installations for major events only add to the imperative to attend.

Chat rooms and LinkedIn discussions are full of "he said" and "she said" comments about AV and IT convergence. Both sides desperately need to learn more about the other's art and science that ensure networks carry all.

Yet more than that, the switch from analogue to digital audio/video creates constant waves of innovation that we all need to follow. If we are in an age when Content is King, that makes princes out of audio and video. We're the royalty of the network and the "future of media networking" is where the throne awaits those who are fastest on the uptake.

The AV Networking Congress 2013

Written by Bob Snyder
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The technology and capabilities change so fast... it seems like meeting once a year may not even be enough. But it's good as a start, a chance to talk about what's happening... And what good is talking about media networking if you can't "walk the talk" and show the state-of-the-art?

On top of the talks, the **AV Networking Congress 2013** sponsors will set up an interoperability demonstration--- the likes of which you haven't seen before.

Here's a look at the content and agenda...

- **Introduction**
- Bob Snyder, Editor in Chief- rAVe Europe

- **Evolution of Media Networking**
- Patrick Tandy, Business Development Manager- Auvitran
- Mike Simms, Director of Marketing & Sales-Atterotech
- Lee Ellison, The Future of Media Networking today

- **Large Corporate Boardrooms of Tomorrow**
- Mark Ulrich, Sr. Technical Sales Engineer-Symetrix, Inc
- Jason Brameld Sr Design Consultant Mark Johnson Consultant (MJC)
- Rob Fuhlbrugge, Sr. Dir. of Advanced Development and Technology Sourcing-Shure Inc
- Christoph Rieger- Design Consultant

- **Large Scale Digital Audio Networks**
- Queen's Jubilee
- Derek Zieba, Founder- Derek Zieba Sound Design...NFL Stadium- LP Field-Nashville, TN

- Kevin Ivey, GM Engineering & Technology-Peavey Commercial Audio...NASCAR-Richmond International Speedway

- Klas Dalbjorn- Product Research Manager- TC Group International

- **Audio Networking in Broadcasting**
- Sam De Pauw, VP International Sales- Salzbrenner Stagete Media Group - Audio Distribution Systems
- Juergen Malleck- Delec- Integrated Comms Systems

- Arthur Kroll, Sales Engineer Broadcast-Yamaha Commercial Audio Europe-Live to Air in Events

- **Sponsored Lunch & Demo**

- **AV Network Convergence: An IT Managers Perspective**
- Chris Paul, Managing Director-DTC Group
- Bob Vanden Burgt VP Marketing-Link USA
- Kieran Walsh, Senior Technical Solutions Manager- Audinate

- **Networked Studio Recording Systems and Use Cases**
- Rick Pope-Sound Engineer and Producer- Jamiroquai
- Sebastian Rodens, Product Manager, Steinberg/Yamaha - Digital Audio Workstations
- Ian Silvester-MD- Unity Music Studios
- Mickael Vest, Sales Director-NTP

- **AV Installation for Major Events-Olympics**
- Roland Hemming, Principal-RH Consulting
- David Howe, Project Support Specialist- Bosch Pro Sound
- Mark Murphy, Associate Director Vanguardia Consultant
- Sam Wise, Theatre Consultant- ARUP

- **Evolution of New Standards**
- IETF Standards Development: Future AV Networks
- Jeff Berryman- Senior Scientist- Bosch Communication Systems/ OCA Alliance- Common Control Protocols
- Aidan Williams- CTO- Audinate- IETF Standards Development: Future AV Networks

- **Manufacturer Live Demonstrations/Interop Clinic**

Pre-registration is necessary. Each year the AVNC gets more room but each year it fills up fast.

Go [Register \(limited availability, so no guarantee only first-come, first-served\)](#)

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