

# Welcome to Avnu Alliance!

We're thrilled to have you join the Milan Pro AV Segment. As a promoter member you now have access to many benefits including participation in Work Groups, inclusion in marketing activities and materials, and access to the network of Milan members.

Below you'll get a snapshot of all the people, places, and opportunities that your company may now join.

## Resources

### PR & Marketing Opportunities

Avnu Alliance and Milan look forward to supporting our Member's PR efforts and we are always eager to promote membership, new products, case studies, events and other ways your company is showcasing Milan and AVB.

#### **As a Member, you may benefit from:**

- Cooperative communication announcing your membership in Avnu and Milan - quote from Avnu and shared messaging
- Inclusion in Milan member events and presentations at conferences such as InfoComm, ISE, AES, NAMM, Prolight + Sound and others
- Opportunities for your company logo on Milan collateral and in "Making Milan Together" logo cloud (you must give approval to use the logo and provide high-res logo in transparent PNG version plus logo guidelines)
- Inclusion of Member press releases within Milan PR Kits for relevant tradeshows and events
- Opportunity for press exposure and inclusion in interviews and contributed articles with Milan via phone, email, at tradeshows, etc.
- Access to past presentations, whitepapers, marketing collateral, graphics, templates and other resources for sharing the benefits of AVB and Avnu via internal or external presentations, tradeshows and other venues.
- Member press release(s) posted to the Avnu.org website
- Member news and announcements shared across the Avnu Alliance social media profiles (Twitter, LinkedIn and Milan Forum on Proboards)

**PR Contacts: Alex Crabb and Alex Gil at Caster Communications**

**avnu@castercomm.com, +1-401-792-7090**

Caster will reach out prior to major events to collect Member information which may be used in press materials, social content, etc.

# Need Technical help or have questions about implementation, certification or other issues?

There are several contacts and places to go for information including:

- **Get access to Avnu Causeway** for historical documents, calendars for events and calls, and to join mailing lists - to request access reach out to [admin@avnu.org](mailto:admin@avnu.org)
- **Contact Pro AV Segment Chair** for questions about process or to be connected with other members: Tim Boot, Meyer Sound: [tboot@meyersound.com](mailto:tboot@meyersound.com)
- **Join the Milan Slack workspace** - request an invite from [admin@avnu.org](mailto:admin@avnu.org)
- **Join the Milan Forum** - all members have the opportunity to assign a moderator representative for the Milan Forum
- **Milan specification documents** are final and available now at <http://avnu.org/specifications/>
- Elevate an issue, question, concern or idea to the **Avnu Board of Directors** by reaching out to Amanda Cruz, VTM at [admin@avnu.org](mailto:admin@avnu.org)
- Submit products for **Milan certification testing**: <https://avnu.org/recognized-test-facility/>

## How to get involved in Milan

- **Pro AV segment - Milan Weekly Call** takes place on Wednesdays at 8 AM Pacific - access to the invite can be found on the Causeway calendar.
- **Certification & Interoperability Technical Calls** take place on Tuesdays at 11 AM Pacific - access to the invite can be found on the Causeway calendar.
- **PlugFests and Testing Events**: These are planned by members and are socialized and shared with the entire segment ahead of the event. These will also be indicated on the Causeway calendar.
- **Face-to-Face Plenary meetings**: Plenary meetings are hosted twice a year in different locations around the globe by various member companies. About two to three months ahead of the Face-to-Face meeting, Avnu Admin will send information and open a ballot to request RSVPs. These can always be accessed via the calendar on Causeway or via discussions. If your company would like to host a Plenary meeting, please reach out to [admin@avnu.org](mailto:admin@avnu.org).



**MAKING MILAN TOGETHER**



**Avnu\_Alliance**



**Avnu Alliance**



**MILAN IS A STANDARDS-BASED, USER-DRIVEN DETERMINISTIC NETWORK PROTOCOL FOR PROFESSIONAL MEDIA, THAT ASSURES DEVICES WILL WORK TOGETHER AT NEW LEVELS OF CONVENIENCE, RELIABILITY AND FUNCTIONALITY.**

Milan will enable a streamlined specification and certification process through Avnu Alliance that guarantees interoperability amongst Milan devices.

**THE MILAN JOURNEY**

**WITH AV INCREASINGLY RESIDING ON THE NETWORK, THE PRO AV MARKET HAS UNIQUE REQUIREMENTS FOR MOVING TIME-SENSITIVE VIDEO, AUDIO, AND DATA ACROSS THE NETWORK.**

Two key requirements for networked audio platforms are delivery of high-quality audio and reliability. Market leaders in Pro AV support AVB as technically superior for guaranteeing deterministic delivery, ensuring that the network supporting their media can scale today, and in the future.

Milan was created to support interoperability at the application layer to provide reliable installation and configuration of products. Created over the course of 18 months and first unveiled in June 2018 by Pro AV market leaders in the Avnu Alliance, Milan is the first tangible solution for promising deterministic, reliable, and future-proof delivery of networked media. Milan combines the technical benefits of the AVB standard with Pro AV market-defined device requirements at both the network and the application layer for media streams, formats, clocking and redundancy.

**MILAN ENABLES NETWORKED AV THAT IS:**

**GUARANTEED**

- Deterministic network assures on-time delivery
- Co-exists with other Ethernet traffic without risk of drop-outs or degradation of media

**OPEN**

- Not a risky proprietary standard that is controlled by a single entity
- Choice of hardware implementation
- Development extension managed openly by a collaborative group of industry leaders
- Supports any type of media

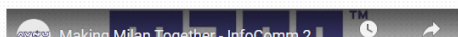
**FUTURE-PROOF**

- Certification of compliance with standards and interoperability specifications through Avnu Alliance
- Assurance of long-term viability as part of the IEEE network/IT industry

**EASY-TO-USE**

- Enhanced time alignment features
- No switch configuration required
- Scalable and flexible
- Does not require IT expertise to manage things like QoS configuration

**WHY MANUFACTURERS CHOOSE MILAN?**



# WHY MANUFACTURERS CHOOSE MILAN?



## SHAPING AV NETWORKS



L-Acoustics



Adamson



Meyer Sound

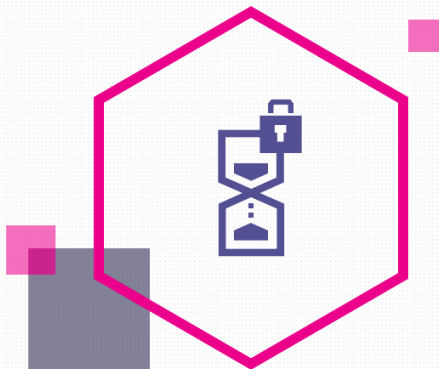
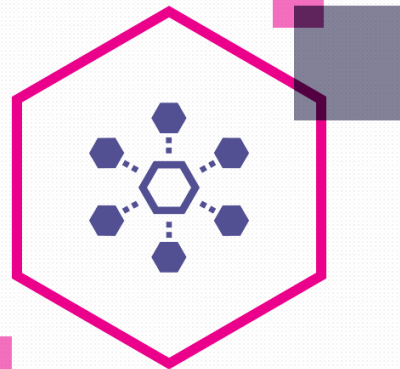


d&b

## KEY FEATURES OF MILAN INCLUDE

### SEAMLESS INTEROPERABILITY AMONGST DEVICES

Every device will connect with any other device using a variety of agreed-upon formats and market-required definitions in the protocol. Milan is a market-defined protocol that provides a specific set of rules and directives for manufacturers to build products with the same requirements for media streams, formats, clocking and redundancy, and thus all work together as designed.



### FUTURE-PROOF

Avnu Alliance and the members who created Milan are committed to supporting it, for future products and long-lasting implementations. Manufacturers can be confident in the protection of their investment - for themselves and their customers as Milan is long-term viability as part of the IEEE open standards.

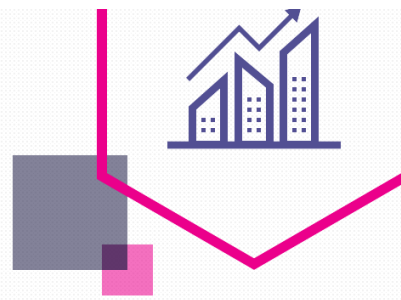
### FOR THE INDUSTRY, BY THE INDUSTRY

Manufacturers themselves are taking the initiative and driving the development of Milan with the same energy, drive and investment that make their companies successful leaders in the market.



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## MILAN AT WORK



To provide a system that would play the legendary German band Die Toten Hosen's signature loud, raucous sets at the highest quality with the greatest functional reliability for a long tour, AV management Black Box Music selected L-Acoustics' P1 processor, Milan-ready and leveraging AVB.

Using Milan enabled precise timing and real-time synchronization, low latency, and bandwidth reservation, with no audio drop-out for the entire 18-month tour. This translated into less set-up time for the audio technicians on the band's whirlwind tour across Europe and throughout every stop of the tour, the sound of the PAs was audibly clearer and more defined.

Read more about Die Toten Hosen's experience using Milan and AVB via [Commercial Integrator](#).

**"FOR A LONG TIME, WE WERE FOCUSED ON GETTING THE TECHNOLOGY AND THE STANDARDS RIGHT. NOW, WE'RE FOCUSED ON THE SOLUTIONS AND DELIVERING THE BEST POSSIBLE AUDIO EXPERIENCE WHILE MAKING IT EASIER, FRIENDLIER, MORE RELIABLE AND LESS CHALLENGING FOR END-USERS - EXACTLY WHAT THE INDUSTRY HAS ASKED FOR AND NEEDS."**

**HENNING KALTHEUNER,  
HEAD OF STRATEGIC  
BUSINESS DEVELOPMENT,  
D&B AUDIOTECHNIK**

## MAKING MILAN TOGETHER



**PRO AV MARKET LEADERS SUPPORT AVB AS A SUPERIOR NETWORK TECHNOLOGY THAT GUARANTEES DETERMINISTIC DELIVERY OF AUDIO, VIDEO, AND DATA, AND BUILD THEIR PRODUCTS BASED ON ITS SUPPORT.**

Pro AV market leaders and Milan creators joined to build a new application layer on top of AVB for deployment and adoption by other manufacturers that can deliver a true solution with built-in interoperability. Milan streamlines implementation for manufacturers with defined device requirements to enable fool-proof interoperability via certification.

**LEADING AV AND IT MANUFACTURERS ARE MAKING MILAN TOGETHER.**



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**LEADING AV AND IT MANUFACTURERS ARE MAKING MILAN TOGETHER.**

## HOW TO GET INVOLVED



**AVNU ALLIANCE IS A PLATFORM WHERE LIKE-MINDED COMPANIES CAN COLLABORATE.**

This kind of collaboration amongst competitors to develop Milan couldn't have been done without the framework provided by Avnu Alliance. Membership in Avnu gives manufacturers a voice to collectively define the market requirements to meet their unique development needs for a fully realized professional AV network solution.

Manufacturers that rely on the market's proprietary technology are limited by one company's vision and decisions on development and support for that technology. With Avnu Alliance, manufacturers benefit from having a say in requirements and the refinement of standards, and they are not expected to share projections or product roadmaps with potential competitors to meet proprietary suppliers' business forecasts. Avnu Alliance provides a path to collaboration and knowledge-sharing with other leading industry experts in a safe environment.

## AVNU ALLIANCE MEMBER BENEFITS

### PARTICIPATION

Participation in: Plugfests, Face-to-Face technical and marketing meetings, depending on membership level.

### ACCESS

Access to specifications, certification testing to open source tools to expedite product certification.

### CERTIFICATION

Milan enables a certification process through Avnu Alliance that guarantees interoperability amongst Milan devices. Avnu Alliance members can submit products for Milan certification testing now.

**WANT MORE MILAN?  
GET IN TOUCH AT MILAN@AVNU.ORG**



**MILAN SPECIFICATION CAN BE  
DOWNLOADED HERE**

**DOWNLOAD WHITEPAPERS,  
INFOGRAPHICS, AND GET MORE  
INFORMATION ON MILAN HERE**



### Milan ISE Sponsorship Opportunity – Recruitment Dinner

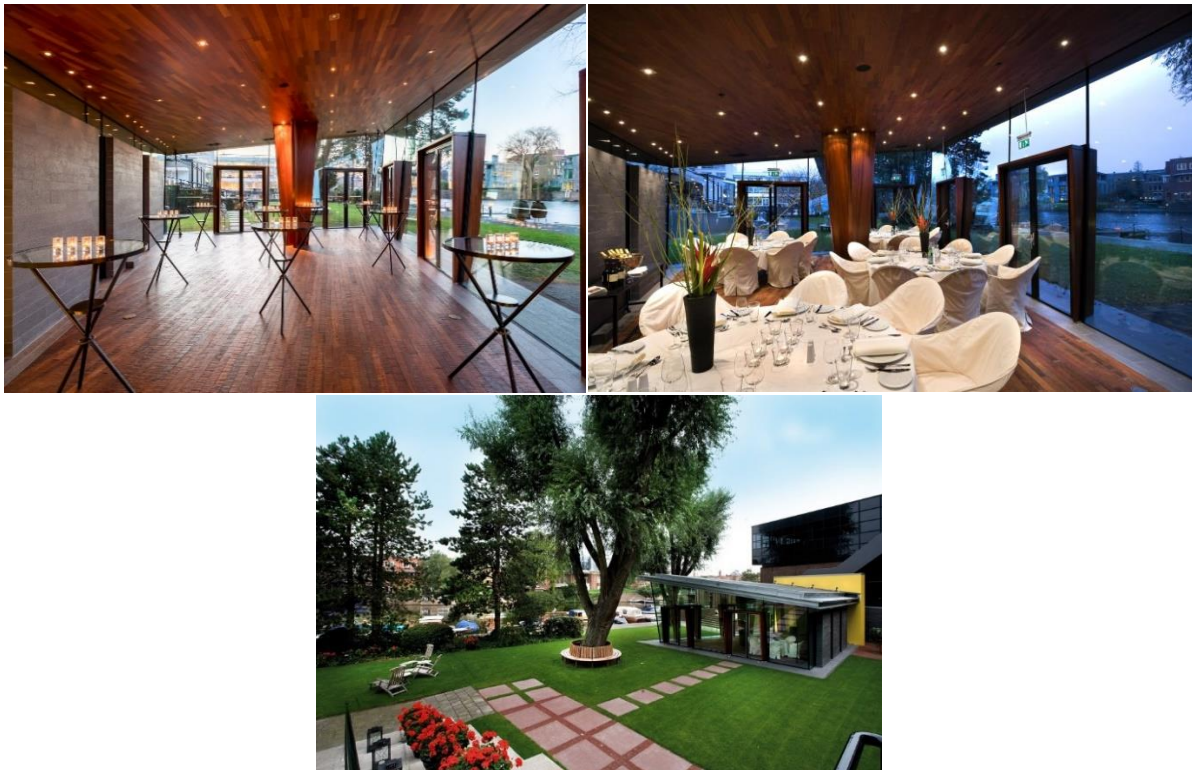
As part of the effort to create new industry relationships and spark interest in joining the Avnu Alliance and to participate in the Milan initiative, the Milan workgroup members are hosting a recruitment dinner the evening before ISE on Monday, February 4. Milan workgroup members will each host 1-2 representatives from prospect manufacturer companies that have been identified as targets for recruitment in an effort to educate these companies on Milan and the benefits of joining Avnu Alliance in a short presentation at the start of the event.

The dinner will be held in the Hilton Amsterdam in The Pavilion starting at 6 PM with drinks and a short presentation on Milan and Avnu membership. It will then be followed by a 3-course seated dinner that will allow for additional time to meet and mingle until 9 PM.

The sponsorship cost for interested members is \$1,000 USD. This sponsorship includes a space at the dinner for 1-2 company reps to invite 1-2 recruitment targets and your company's logo on signage, marketing collateral and online.

Due to limited space in the room, we will cap the sponsor number at 10 and sponsors may be limited to number of attendees or internal representatives based on this count.

If you're interested in participating as a sponsor, please reach out to [avnu@castercomm.com](mailto:avnu@castercomm.com) by January 23.





### **Milan InfoComm 2019 Sponsorship Opportunity – Recruitment Dinner**

As part of the effort to continue developing new industry relationships and to spark interest in joining the Avnu Alliance and to participate in the Milan initiative, the Milan workgroup members are hosting a recruitment dinner the evening before InfoComm 2019 on Tuesday, June 11. Milan workgroup members will each host 1-2 representatives from prospect manufacturer companies that have been identified as targets for recruitment in an effort to educate these companies on Milan and the benefits of joining Avnu Alliance in a short presentation at the start of the event.

The dinner will be held in the Chapel Room at Ceviche Orlando, starting at 6 PM with drinks and a short presentation on Milan and Avnu membership. It will then be followed by a buffet-style tapas dinner that will allow for additional time to meet and mingle until 9 PM.

We are looking for interested Avnu members to sponsor the event with \$1,000 USD. This sponsorship includes a space at the dinner for 1-2 company reps to invite recruitment targets and your company's logo on signage, marketing collateral and online.

Due to limited space in the room, we will cap the sponsor number at 10 and sponsors may be limited to number of attendees or internal representatives based on this count.

If you're interested in participating as a sponsor, please reach out to [avnu@castercomm.com](mailto:avnu@castercomm.com) by May 31.

