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Macnica Demonstrates Value Proposition for AV over IP Transport over 1Gb Networks at ISE 2020

Three demonstrations will highlight Macnica's visual quality, systems management, and low latency advantages against competitive transport solutions, with a unifying message around the benefits of open AV standards

SOLANA BEACH, CALIFORNIA, January 20, 2020 — Macnica, a leader in live video over IP transport technologies, will emphasize the advantages of deploying AV over IP technologies with open standards at ISE 2020 next month. Macnica's message will be supported through three demos that communicate its value proposition around quality, systems management, and latency.

Macnica is a creator of IP, hardware and software APIs that implement SMPTE ST 2110 and AMWA NMOS, a suite of open standards and specifications that fosters interoperability, scalability and flexibility in broadcast and AV over IP applications. With products that operate on 1Gb, 10Gb and 25Gb networks, Macnica can help product developers build interoperable AV and broadcast systems based on open standards and their customers' exact needs.

At ISE 2020, Macnica will show its flagship MPA1000 AV over IP module for 1Gb networks. The MPA1000 is a full-stack module that brings low-latency IP video transport to OEM manufacturers and an array of professional AV products.

"Customers, especially in IT departments, are demanding truly open AV over IP standards, but there hasn't been a way to do that affordably. The MPA1000 is the best evidence that open AV over IP standards arrived and they compete well with proprietary 1Gb and 10Gb transport solutions," said Andrew Starks, Director of Product Management, Macnica. "We're excited to help deliver on the promise of true interoperability between manufacturers and industries."

AV over IP Demos

Macnica's ISE stand (15-C370) features three demonstrations to showcase the performance and benefits of the MPA1000:

- **Shootout:** Macnica has created a five-way shootout with popular proprietary AV over IP alternatives, including a 10GbE variety. Visitors will have a chance to evaluate the relative quality, latency, and performance of the MPA1000. This is one of the few places at ISE to see how open standards compare to closed or privately-controlled alternatives.
- **Web Interface and Control:** The MPA1000 features multiple methods of control, including a new web interface, which makes its debut at ISE. Taking advantage of the discovery and connection features of the open standards, the web interface puts the power of the MPA1000 into an intuitive web UI that can be customized by developers.

- **Sub-Frame Latency:** Visitors who want some fun with their show experience can test their skills on an E-Sports Class racing simulator. Thanks to the sub-frame latency and performance of the MPA1000, the experience is natural and immediate, just as professional gamers demand.

MPA1000 Attributes

The MPA1000 is one of the earliest 1GbE OEM products to add 4K60 4:4:4 video transport using open standards, and supports audio and control over the same standard 1Gb connection. The module includes an integrated web interface with customizable APIs.

The MPA1000 is field-configurable to transmit or receive HDMI signals; once connected to the network, media traffic is discoverable through the included NMOS IS-04/05 services – an open specifications for publishing and discovery of content streams. Macnica has created an extended profile that includes support for JPEG-XS compression and other professional AV capabilities that optimize AV over IP performance. The benefits of JPEG-XS compression for AV over IP quality and latency will be demonstrated across all three demos.

Starks adds that Macnica works closely with standards organizations and other manufacturers to ensure that its modules will fit seamlessly in future multi-vendor, interoperable AV over IP ecosystems. “Our commitment is to open standards, which provide decreased system deployment cost and complexity,” he continued. “Our unique value proposition is that we offer affordable solutions that bring very high-end video quality into 1Gb networks.”

ISE 2020 takes place February 11-14 at the Amsterdam RAI.

About Macnica

Macnica Technology, a leader in live video over IP transport technologies and creator of hardware and software APIs that implement SMPTE ST 2110 and AMWA NMOS standards, is a division of Macnica Americas, Inc. based in Solana Beach, Calif., a North American subsidiary of \$5 Billion Macnica, Inc. Macnica focuses on the specialized technology areas of video/imaging and networking/storage to better support customers trying to develop products and services using these technologies. Macnica offers products at various levels of integration: component-level semiconductor devices, FPGA IP, boards and modules, software and total solutions. Visit the company’s website at www.macnicatech.com

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