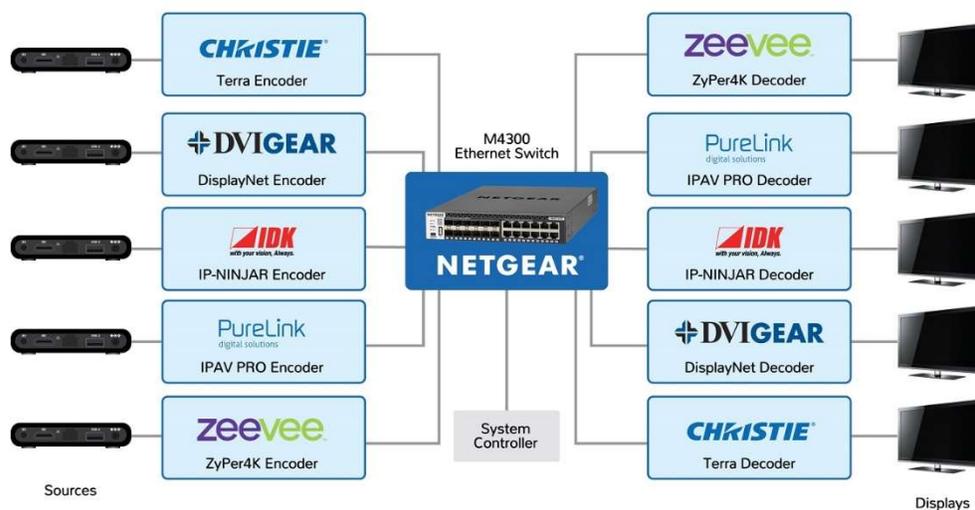


LANG AG and SDVoE Alliance Demonstrate Interoperability at ISE 2019

Standard SDVoE platform unites more than 158 AV products for matrix switching, AV processing and AV over IP

SDVoE Interoperability Demo System Schematic



MONTREAL — Jan. 23, 2019 — At ISE 2019 (Amsterdam, Feb. 5-8), interoperability demonstrations will be featured on both the LANG AG stand 1-H50 and the SDVoE™ Alliance stand 3-B150. In addition, an in-depth roundtable discussion of the benefits of interoperability for system designers, integrators and tech managers will be held on Wednesday Feb. 6 at 13:30 in room G109.

A private plugfest event already took place at LANG ACADEMY in Lindlar on October 18, where LANG’s evaluation team proved full compatibility between devices from Christie, ZeeVee, IDK, and PureLink.

“At ISE last year, we presented a technical comparison between various 10G and 1G Ethernet-based video distribution systems,” said Thomas Wendeler, image processing product specialist at LANG AG. “That comparison demonstrated that SDVoE-based products offered lower latency and measurably higher image quality than competing solutions. For 2019 we will demonstrate that SDVoE-based products from multiple vendors work seamlessly together as a platform for AV distribution and signal processing.”

Platform interoperability means that designers can create the system that best meets their customer’s needs, without the limits of a single provider’s catalog. Installers become more efficient because any training received on the platform gives them a baseline understanding of products built on that platform.

End users appreciate the lack of “stranded investment”. It becomes possible to upgrade and expand their system without having to stick with the original provider, or throw out older gear. This reduces total cost of system ownership.

“As one of the world’s premier system integrators committed to quality and innovation, LANG faces situations everyday where interoperability would be a huge advantage,” said Justin Kennington, president of the SDVoE Alliance. “Their expertise and status as a trusted, unbiased third-party makes them uniquely positioned to test and recommend AV solutions to their customers and to the pro AV channel as a whole.”

All AV distribution and processing applications that demand zero-latency, uncompromised video can benefit from SDVoE technology, which provides an end-to-end hardware and software platform for AV extension, switching, processing and control through advanced chipset technology, common control APIs and interoperability. SDVoE network architectures are based on off-the-shelf Ethernet switches thus offering substantial cost savings and greater system flexibility and scalability over traditional approaches such as point-to-point extension and circuit-based AV matrix switching.

About LANG AG

Based in Lindlar, Germany, LANG is one of the leading European companies for the rental and sale of visual presentation technology and its peripherals. After successfully starting with slide projection in 1978, the company quickly also became popular with in-house developed solutions. Through continuous research and development, as well as close ties to the market, LANG is always up to date with the newest and best technologies, making the right choices for customers, independent of the manufacturer. The closeness to our suppliers, our valued experience and exchange of information allow us to be amongst the first to have access to the newest products. Two independent companies were founded by LANG in 2017 – LANG BARANDAY in Zurich and LANG UK in London. For more information, visit <http://www.lang-ag.com/en>.

About the SDVoE Alliance

SDVoE is an initialism for “Software Defined Video over Ethernet”. The SDVoE Alliance is a nonprofit consortium of technology providers collaborating to standardize the adoption of Ethernet to transport AV signals in professional AV environments, and to create an ecosystem around SDVoE technology allowing software to define AV applications. The alliance participates in tradeshow and conferences, publishes white papers and case studies and promotes SDVoE technology, and solutions based on the technology, to system integrators, designers and consultants. Training and installer certification are also part of the mandate. The SDVoE Alliance founding members are Aquantia, Christie Digital, NETGEAR, Semtech, Sony and ZeeVee. All interested parties are invited to join the alliance and work toward its goals. For more information, visit sdvoe.org and [follow us on Twitter @SDVoE](https://twitter.com/SDVoE).

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