



Annual Investor Technology Day 2023

31 MAY 2023

Authorisation: This document was approved by the CEO of Audinate Group Limited



Agenda

9.10am	Welcome	Rob Goss	Chief Financial Officer
9.15am	Industry Update with AVIXA	Sean Wargo Josh Rush	VP of Market Intelligence AVIXA Chief Marketing Officer
10.15am	Break		
10.30am	AD8 Strategy Update	Aidan Williams	Chief Executive Officer
11.10am	Dante Customer Fireside Chat- AJA Video Systems	Eric Guysen Eric Armstrong	AJA VP Engineering & Prod Management Executive VP, Sales
11.40am	Dante Connect Overview	Chris Ware	Senior VP Product Development
12.00pm	Close	Rob Goss	Chief Financial Officer
12.00pm-1.00pm	Light lunch		



Industry Update

Sean Wargo, VP of Market Intelligence, AVIXA



A recording of Sean Wargo's presentation will be published in the [Audinate Investor Centre](#)





Pro AV Outlook: A Changing Landscape

Start a conversation with #AVIXAIntel





AVIXA

**Audiovisual and Integrated Experience
Association**

Start a conversation with #AVIXAIntel

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Audinate Strategy Update

Aidan Williams – Chief Executive Officer / Co-founder



“Software is eating the world”

Observed Marc Andreessen

But *not yet* in the AV industry ...

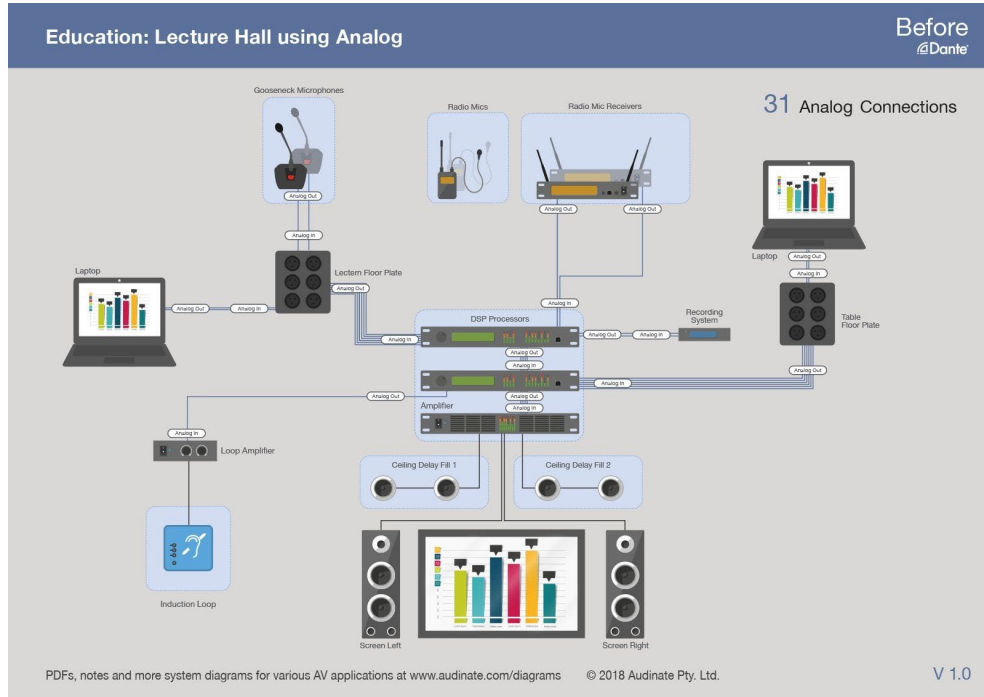
The AV industry lacks a broadly available platform
for delivering AV applications in a software form

We are uniquely positioned to change that



<https://a16z.com/2011/08/20/why-software-is-eating-the-world/>

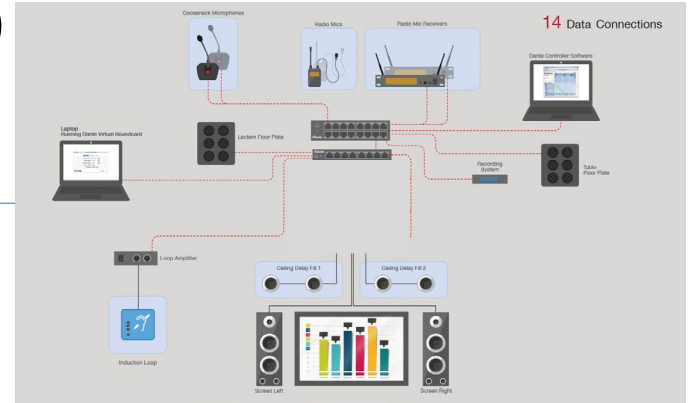
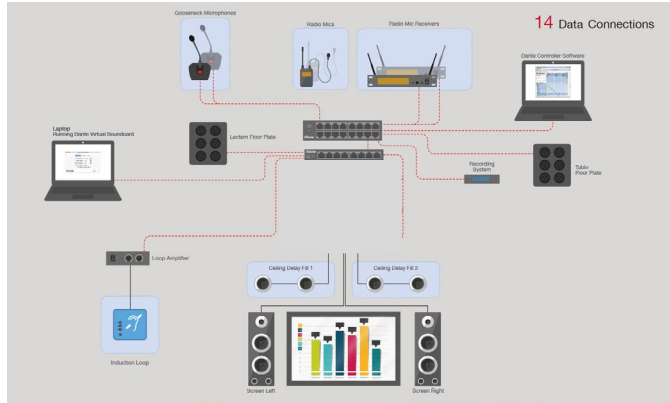
AV Today → Local Wiring & Boxes



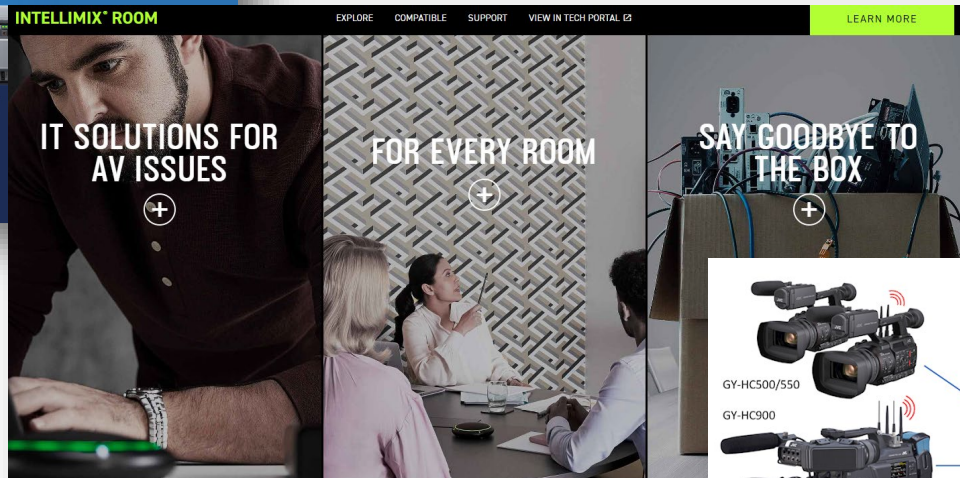
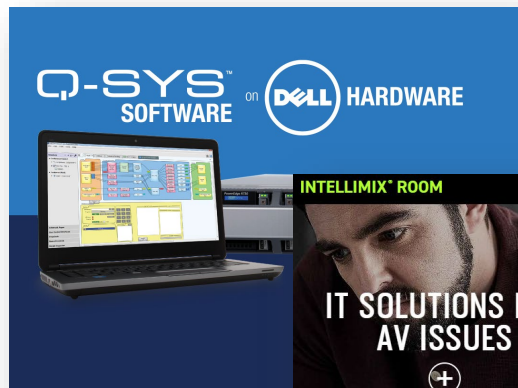
- Analog wires
- Hardware boxes
- Media Signals are Local

Lots of software,
inside the DSP boxes
→ FedEx software distribution!





The Transition Has Begun



What's in it for AV Pros & Users?

- **Remote support & management of AV installs**
 - 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 (vs bespoke AV wiring)
 - Use IT compute equipment where possible (vs bespoke hardware)
- **Interoperability(!) – end-users don't love walled gardens**



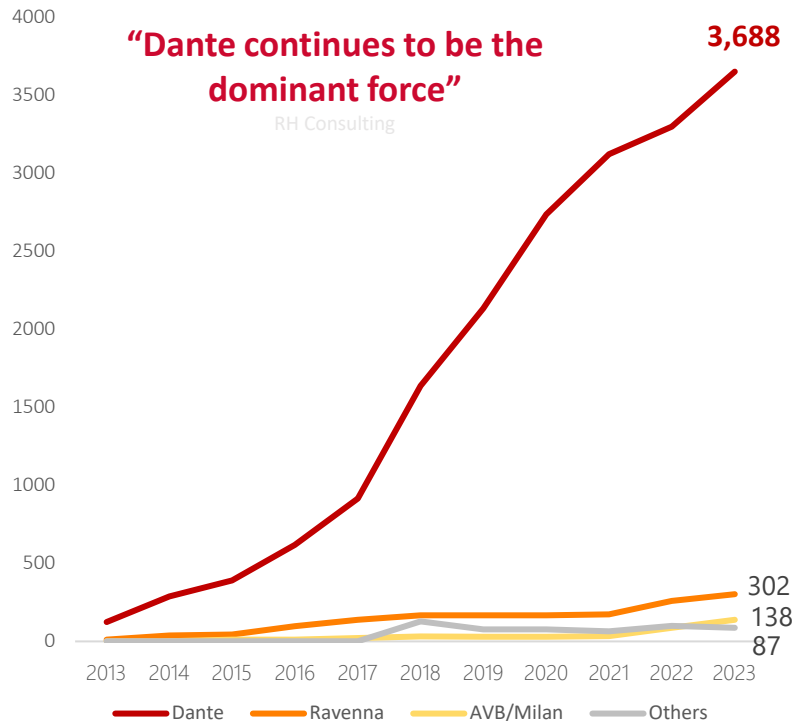
Our Role

- Enable industry transformation
- Train integrators and end-users
- Provide networking technology to manufacturers
- Develop products & technologies for end-users



Today: Our business is about AV devices

Total audio products per protocol



1) RH Consulting, Networked Audio Products 2023 and Audinate company data

Video traction is encouraging



Video Strategy

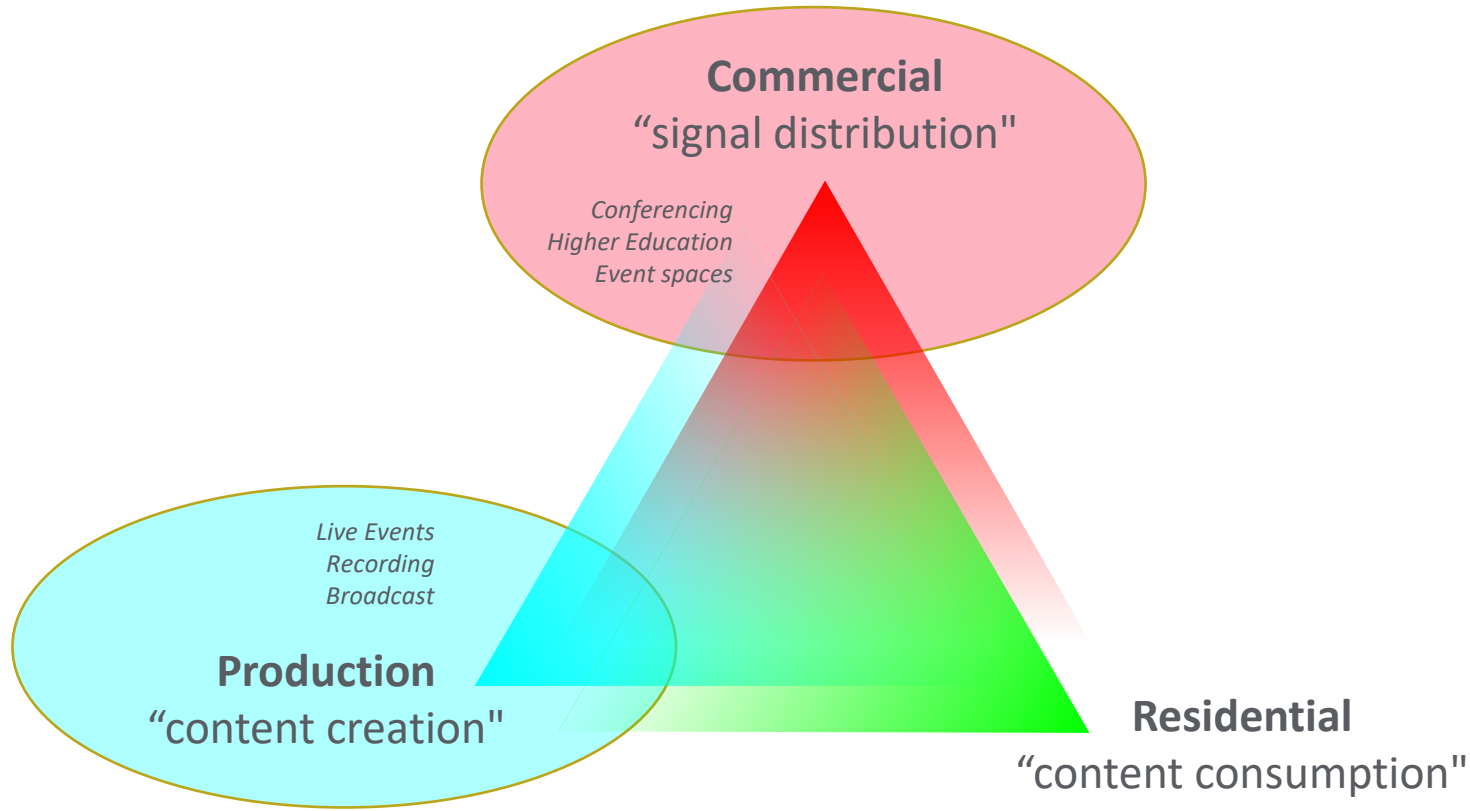


High-Level Framing

- We've had success with Dante *audio*
 - Strong brand + product ecosystem
 - Creates goodwill & expectation for our video products
- Dante must embrace *video* because:
 - A credible AV platform *must* support video
 - ... and software wants to eat video too
 - ... also, we're a *networking* company
 - At least *doubles* our addressable market
- Reality: we're early in our video journey
 - Market fragmentation is a feature (e.g. through codec choice)
 - Early traction (e.g. design wins) has been very satisfying
- How do we break down video markets?



Dante User Base – Overlap



Commercial: Product Examples

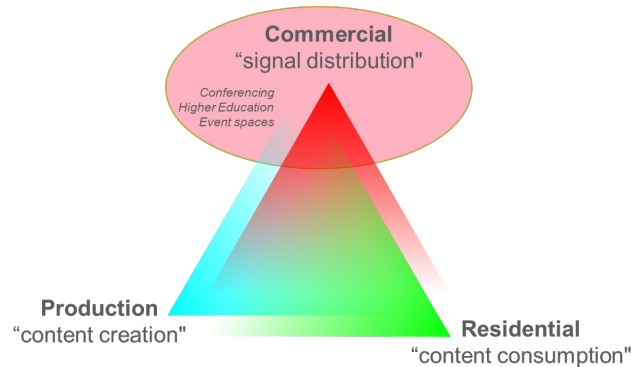


A lighter weight, software-based deployment which enables any H.26x product into the Dante ecosystem. Add major value and features with zero additional hardware.

- Software/SoC Deployment (coexists)
- H.26x Codec*
- No HDCP
- Up to 8 x Dante Audio Channels (DEP)
- Supports Dante Studio



(*) Based on Main profile for H.264/H.265



Production: Product Examples



front

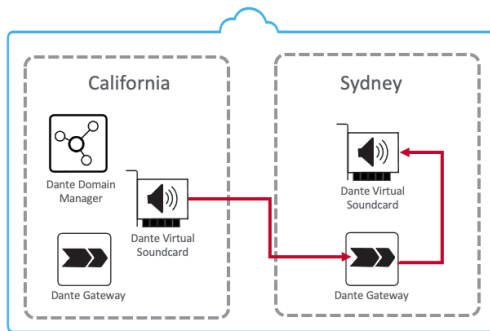
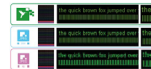


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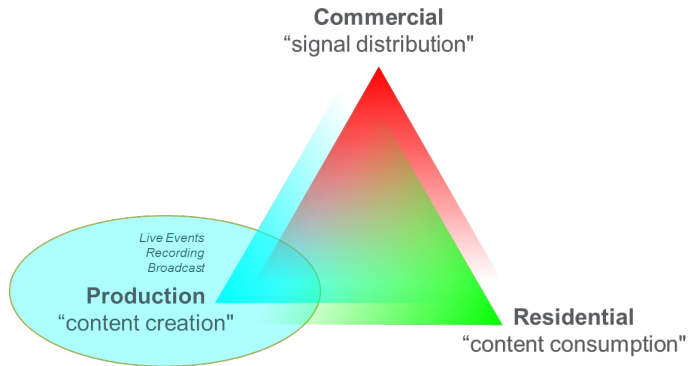
Dante AV-ULTRA

A complete AVoIP offering where 4K60 (4:4:4), visually lossless content, tightly synchronized audio and sub-frame latency are required.

- Hardware/FPGA Deployment
- Colibri Codec
- HDCP 2.x
- 8 x Dante Audio Channels
- Supports Dante Studio & PoE



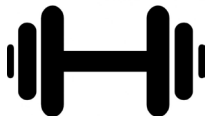
Dante Connect



Strategic Initiatives



Strategic Initiatives



Maintain & **strengthen audio** business



Establish & grow the **video** business



Build the platform components, SDKs & APIs



Questions



Dante User – Fireside Chat

Eric Guysen, AJA VP of Engineering & Product Management



Dante Connect Overview

Chris Ware, Senior Vice President Product Development



Dante ConnectTM

Professional audio broadcast production from
anywhere, to anywhere.

Produce Anywhere, Send Anywhere

Dante Connect delivers audio directly from location into cloud services that enable seamless online production. Anywhere.

- Distribute audio around the globe using multiple applications to address different audiences, different languages, and different aspects of the production process
- Send audio to and from remote sites directly to the cloud so mixing engineers can operate remotely without the need for expensive outside broadcast (OB) trucks
- Automate set up and tear down of Dante Connect workflows in minutes - use resources only as needed



Example use cases

Broadcast

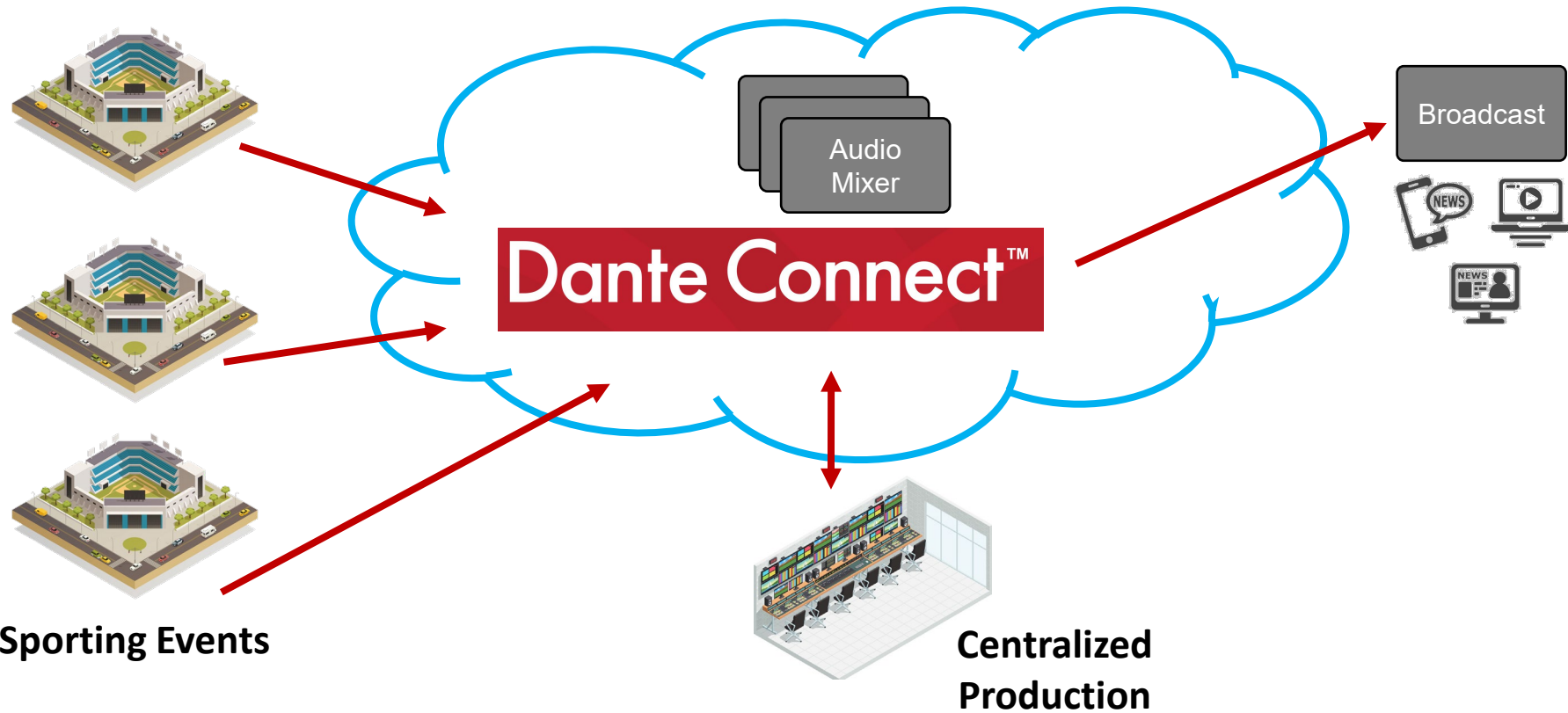
- Centralised production eliminates costly OB (outside broadcast) trucks
 - Particular interest for Sports
 - Reduce cost for Tier 1
 - Enable broadcasting lower tier events
- Radio Production
 - Centralize remote audio sources for broadcast
 - Enable streaming events

Corporate Production

- Content creation without building studios
- Enable remote working
- More viable cost model for corporate use – spin up / spin down production infrastructure when needed
- Enable production for multinational corporations
 - Town halls, Product Launches etc.
- Corporate shift away from dedicated IT resources to cloud first model



Example Sports Broadcast



Go to market model

Target Market

Now: Tier 1 Broadcasters

- Pushing aggressively to cloud
- Pressure to reduce costs and produce more content
- Looking for flexibility vs cookie cutter
- Buy exclusively through small list of key partners

Future: Tier 2/3 Broadcasters, Corporate Production

- Look to tier 1s to validate solutions
- Broader list of partners and consultants
- Steadier transition to cloud

Sales Model

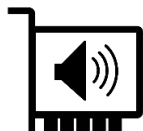
- Sold via resellers with skills and connections in the market
- Min 1 year subscription
- Pricing model based on max concurrent usage
- Listed on AWS marketplace for lead generation
- Partnership with key solution providers (e.g. Waves, SSL)



Dante Connect Components



Dante Domain Manager provides orchestration, security, and the managed API. It discovers all Dante devices, sets permissions, and allows for organization to suit production needs



Dante Virtual Soundcard for cloud VMs, supports up to 256 channels. Allows lossless synchronized audio to be transferred between cloud VMs and connects audio channels from on-the-ground devices for use in cloud-based editing and distribution software



Dante Gateway provides in cloud clocking and allows a low-latency local network or cloud region to work seamlessly with higher latency connections

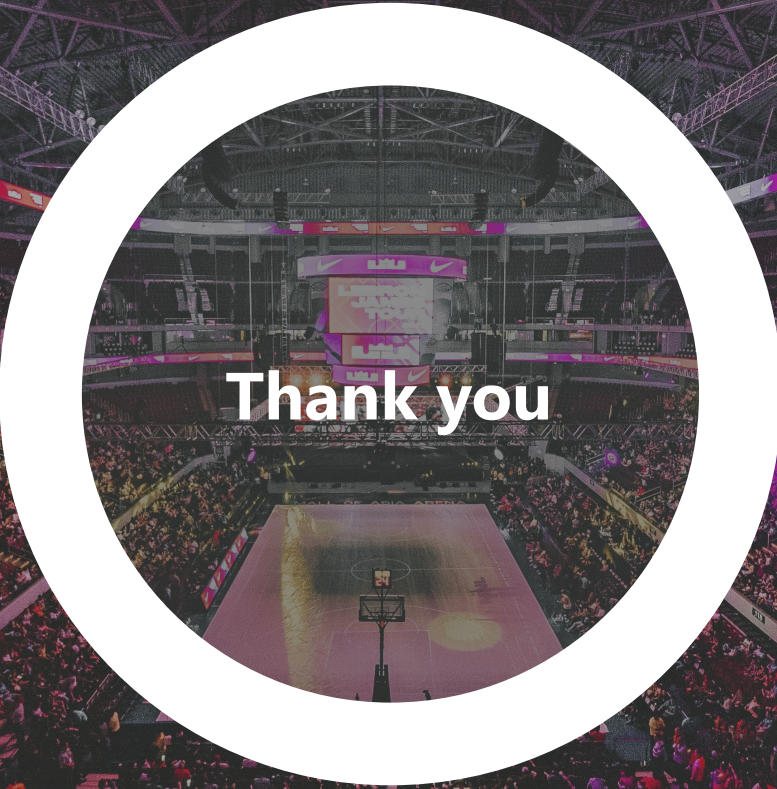


Remote Monitor listen in to audio from the cloud over the public internet via a web browser (coming soon)



Dante Connect™

More info at audinate.com/danteconnect

A large white circle is centered on the page, containing a photograph of a basketball arena. The arena is filled with a large crowd of spectators. In the center, a basketball court is visible with a basketball hoop and backboard. Above the court, a large scoreboard or video display is visible. The arena's roof structure is visible at the top of the frame.

Thank you

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