

## Yamaha Becomes Adopting Member of the SDVoE Alliance



Yamaha Corporation has announced that it has joined the SDVoE Alliance, a non-profit consortium of technology providers, which is collaborating to standardise the adoption of Ethernet for transporting AV signals in professional AV environments.

Yamaha has been manufacturing network equipment in Japan for more than 25 years. In 1987, the company introduced its first large-scale integrated circuit (LSIC) for communication, based on its digital audio processing technology, and went on to develop its own network devices. Adopted in a range of applications, including offices and retail stores, Yamaha network switches quickly became renowned for their reliability. More recently, the company has developed network switches for the professional audio industry, which are chosen for their stable, multi-channel transmission over distance.

Software Defined Video over Ethernet (SDVoE) is an AV over IP standard which utilizes 10 gigabit Ethernet for uncompressed, distance transmission of 4K video, audio and control data. Available globally, Yamaha's SWX3220-16MT L3 switch and SWX2320-16MT L2 switch support the SDVoE standard, with two more models also available to the Japanese market.

By combining Yamaha network switches with SDVoE encoders, decoders, high resolution video/audio sources, monitors and other equipment, high quality AV content can be transmitted over distance.

"At Yamaha we have an open architecture concept, which allows customers in the professional AV/IT industry to choose from a wide range of solutions that are best suited to their environment," says Mr Nobuo Ikematsu, Senior General Manager of the Yamaha Corporation's Information and Communication Division.

"Our membership of the SDVoE Alliance is a key part of this concept. By joining this not-for-profit consortium, Yamaha is demonstrating its commitment to the industry's further development of reliable, cost-effective solutions for delivering high quality audio and video. We will continue to develop new solutions in response to industry demand, introducing more integrated, intuitive systems and total solutions which include both pro audio and networked audio products."

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"We are pleased to welcome Yamaha to the SDVoE ecosystem," says Justin Kennington, president of the SDVoE Alliance. "Yamaha's extensive line of network switches will support the SDVoE standard for seamless and high-quality content distribution. We look forward to the company's participation in the SDVoE Alliance community."

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