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Enabling the Next Generation of Professional Audio Visual Networks

VIKRAM MEHTA
SMB Products and Services
LEGACY AV SIGNAL DISTRIBUTION

Proprietary
Expensive
Unwieldy

Poor Scaling
Complex
Fork-lift Upgrades
AVOIP: THE MATRIX TRANSFORMED

- Ethernet
- Near Zero Latency
- 10x Lower Cost
- 10x Better Scaling
- Simplicity of Deployment & Management
- Investment Protection
- Uncompressed Content Delivery
- 4K/8K & Beyond
- Longer Distances
- Up to 40% Lower Power Consumption
- Up to 80% Reduction in Rack Space
SDVOE FOUNDING MEMBERS

- SEMTECH
- AQUANTIA
- zeevee
- SONY
- CHRISTIE
- NETGEAR
VAST MARKET OPPORTUNITY

Interconnect Market Size

Source: SDVoE Alliance market sizing based on FutureSource Consulting’s “HDBase-T in AV signal distribution” and AVIXA’s IOTA reports.
NETGEAR PRO AV STRATEGY

Focused list of Pro AV use cases

Strong co-marketing and product relationships with key Pro AV players

Global team of Pro AV engineering experts

Proactive involvement with Pro AV industry forums and influencers

Products optimized for the Pro AV market
GLOBAL TEAM OF ENGINEERING EXPERTS

AV industry expertise
Steeped in Ethernet
Pre-sales Design
Post-sales Support
Training & Education
NETGEAR IGMP Plus™
Support for Dante, AES67, QSYS, and AVB
Support for PTPv2
Ability to run AV Management App on the switch
AV pre-set configurations for ease of deployment

2.5G, 10G, 25G, 50G & 100G Low Latency Pro AV Switches

Over 40 Switch SKUs Including

World’s first ruggedized 10GE switch for outdoor Pro AV installs

60W/Port and Greater

Gaming Routers

Unique AV Software & Configurations
“Savant is the ultimate choice in residential and commercial building automation. Our strategic partnership with NETGEAR enables us to automate all aspects of a home or office building – from lighting, to blinds, to audio-visual systems, to physical security and energy management.”

“AVI Systems is the fastest growing AV integrator in the US, with Business Practices that include Pro-AV, Unified Collaboration, Digital Media, Broadcast and Enterprise applications. All of these are IP centric. We see our strategic partnership with NETGEAR as adding velocity to our business and reshaping how AV integrators think about technical solutions.”

“Plug the M4300 in and it just works, without the need to go into complex settings.”

“10G Ethernet switches play a central role in an SDVoE (Software Defined Video over Ethernet) network and we view NETGEAR, given its brand recognition, global footprint, and focus on addressing the technical requirements of the pro-AV industry, as a key partner in our efforts to help Pro-AV (Professional Audio Visual) industry make the migration to an all-IP infrastructure.”

“What’s unique about NETGEAR is the ability of its pro-AV switches to work out of the box with our AV-over-IP products. NETGEAR also excels in customer support, which is critical in our industry to ensure rapid deployment.”
SOME OF OUR PRO AV DEPLOYMENTS

SPORTS

COMMAND & CONTROL

EVENT VENUES

HEALTHCARE & EDUCATION

CORPORATE