## Agenda

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

Sean Wargo, VP of Market Intelligence, AVIXA

A recording of Sean Wargo’s presentation will be published in the Audinate Investor Centre
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

AV Today → Local Wiring & Boxes

- Analog wires
- Hardware boxes
- Media Signals are Local

Lots of software, *inside* the DSP boxes → FedEx software distribution!
• Dante Enabled IoT AV devices
• Software delivers AV application
• Media signals anywhere
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

"Dante continues to be the dominant force"

RH Consulting

3,688

Video traction is encouraging

1) RH Consulting, Networked Audio Products 2023 and Audinate company data
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
“signal distribution”

Conferencing
Higher Education
Event spaces

Production
“content creation”

Live Events
Recording
Broadcast

Residential
“content consumption”
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/SIoC Deployment (coexists)
- H.26x Codec
- No HDCP
- Up to 6 x Dante Audio Channels (DEP)
- Supports Dante Studio

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

Commercial “signal distribution”
Production “content creation”
Residential “content consumption”

Conference Higher Education Event spaces
Production: Product Examples

Dante AV ULTRA

A complete AVoP offering where
4K60 (4:4:4), visually lossless
content, tightly synchronized audio
and sub-frame latency are required.
- Hardware/FPGA Deployment
- Calibr Codec
- HDP 2.x
- 8 x Dante Audio Channels
- Supports Dante Studio & PoE

Dante Connect

Commercial
“signal distribution”

Residential
“content consumption”

Production
“content creation”
Strategic Initiatives
Strategic Initiatives

- Maintain & **strengthen audio** business
- **Establish** & grow the **video** business
- **Build the platform** components, SDKs & APIs
Dante User – Fireside Chat

Eric Guysen, AJA VP of Engineering & Product Management
Dante Connect Overview

Chris Ware, Senior Vice President Product Development
Dante Connect™

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

Sporting Events

Centralized Production

Audio Mixer

Broadcast

Dante Connect™
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
Thank you
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