



Dante Video 101 (Audinate 2022 Annual General Meeting)

25 October 2022

2022 Annual General Meeting

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Audinate advantages in video

Audinate entered the video market having established Dante as the pre-eminent audio networking solution:

- Dante is the de-facto standard in audio
- Premium Dante brand, widely recognised
- >3,500 Dante audio products available
- ~200,000 AV professionals know Dante
- Established management & configuration software¹
- Successful playbook from audio market

Dante AV in a nutshell

AV professionals want:

- *Video networking that works like Dante audio*

Video equipment manufacturers (OEMs) want:

- *Simple ways to offer Dante video (and audio)*

Dante AV offers:

- Familiar Dante setup & troubleshooting tools
- Good, better, best implementation choices
- Software stacks for existing chips & products
- Interoperability between same-codec products
- Path to remote management via the cloud

¹Dante Controller and Dante Domain Manager



Market Opportunity

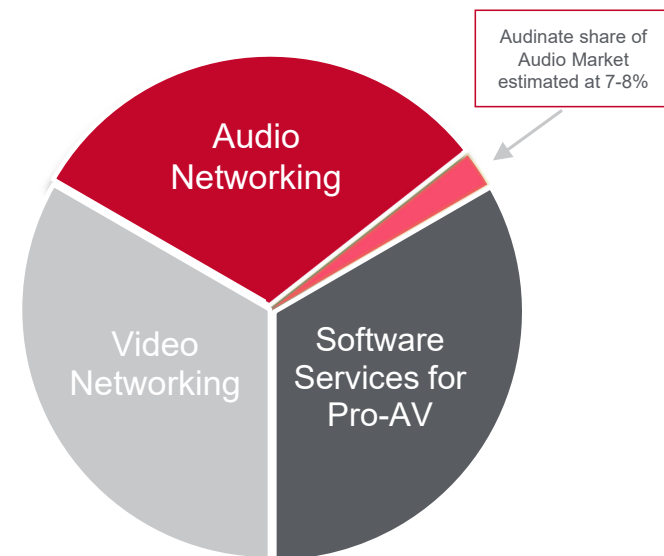
Based on Futuresource research the TAM for video is estimated at A\$400m (research underway to refresh TAM)

Video market is fragmented, and the incumbent point to point technology is HDBaseT (potential additional TAM)

“Video Networking” opportunity relates to Pan Tilt Zoom (PTZ) cameras, screens, projectors & IO (Input-Output) boxes

Tailwinds post COVID from increasing prevalence of Zoom & MS Teams

Audinate Total Addressable Market ('TAM')*



** Management estimate total addressable market exceeds A\$1bn*



Video market is fragmented



Video signals have a **much larger data rate** than audio signals



Video compression is required → video signals are 3-18Gb/s compared to standard 1Gb/s ethernet cables



Video codecs compress video signals, **reducing the data rate**

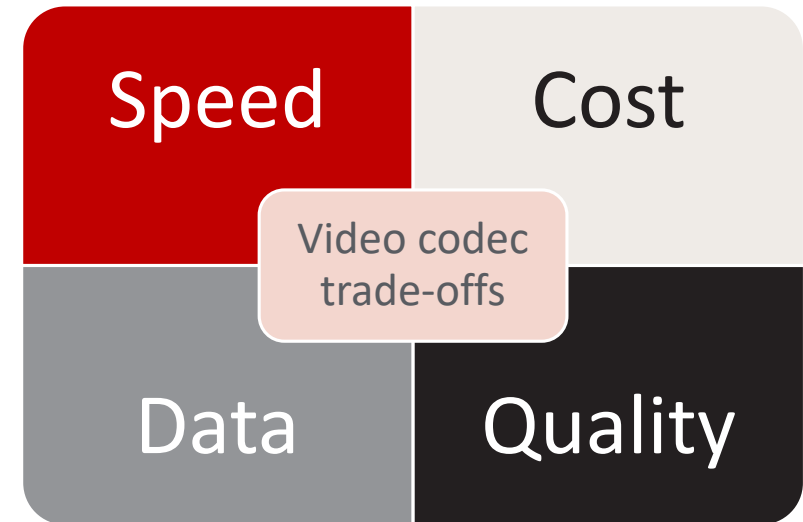


Market fragmentation relates to three key industry dynamics:

Video codecs get chosen based on use-case – creating **incompatibility between products**

Video products using **the same video codec** mostly **do not interoperate** between manufacturers

Vertically integrated manufacturers create **“walled gardens”** using proprietary video codecs



Impacts of fragmentation

- Lack of interoperability
- Adoption of video networking < audio networking
- No equivalent of Dante Controller for video
- Role for Original Design Manufacturers (ODM) to manage complexity



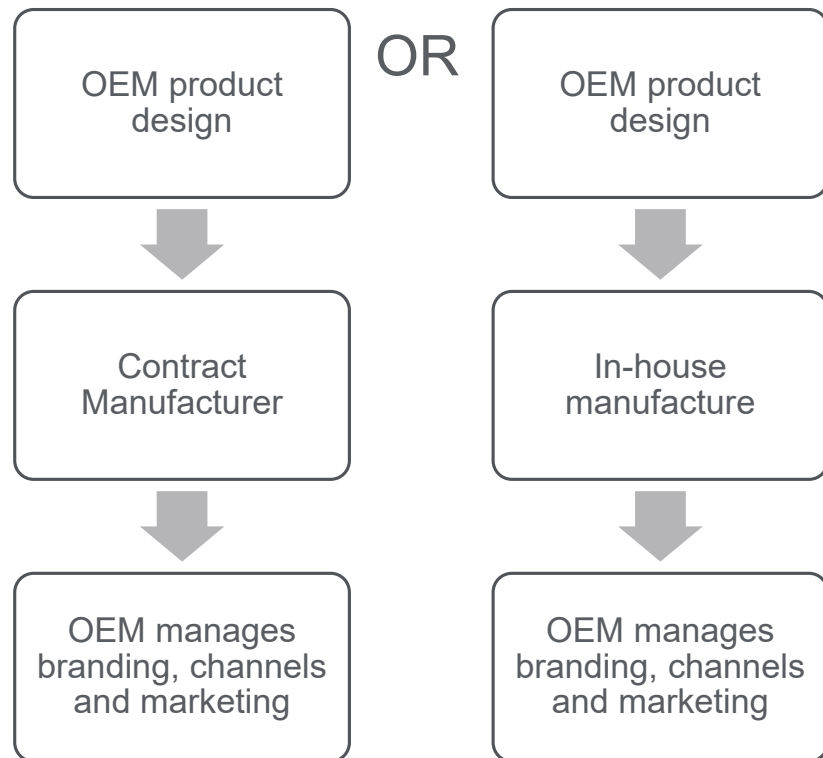
Industry Landscape

	Example Companies	Comments	Video over IP	Multiple Codecs	Interoperable	Networked Audio	Management & Configuration Software	Mac & PC Software	Price Point
Dante Video	Audinate	<ul style="list-style-type: none"> de-facto standard in audio networking multiple price / quality offerings 	✓	✓	✓	✓	✓	✓	Low cost to Expensive
Video codec chip vendors	A-Speed Semtech (SDVOE) Ambarella (H264) HiSilicon (H264) Intopix (JPEG2000)	<ul style="list-style-type: none"> different codecs for different use cases not a complete technology solution 	Enabling component	X	Limited	X	X OEMs/ODMs write their own per vendor	X	Low cost to Moderate
Vertically Integrated Manufacturers “walled gardens”	Crestron & Extron	<ul style="list-style-type: none"> utilise proprietary codec & management & configuration software for solution (audio & video) sales 	✓	✓ Within walled-garden	- Within walled-garden	✓ Some Dante	✓ Certified technicians	Limited	Expensive
Alternate video networking technologies	VizRT (NDI)	<ul style="list-style-type: none"> moderate performance technology used in small scale broadcast cost to OEM typically 5% MSRP 	✓	X Multiple NDI codecs	✓	✓ Not Dante	✓	✓	Expensive
HDBaseT	Valens	<ul style="list-style-type: none"> “point to point” cabling for video incumbent technology - not networked 	X	N/A	✓	X	X OEMs/ODMs write their own per vendor	N/A	Low cost

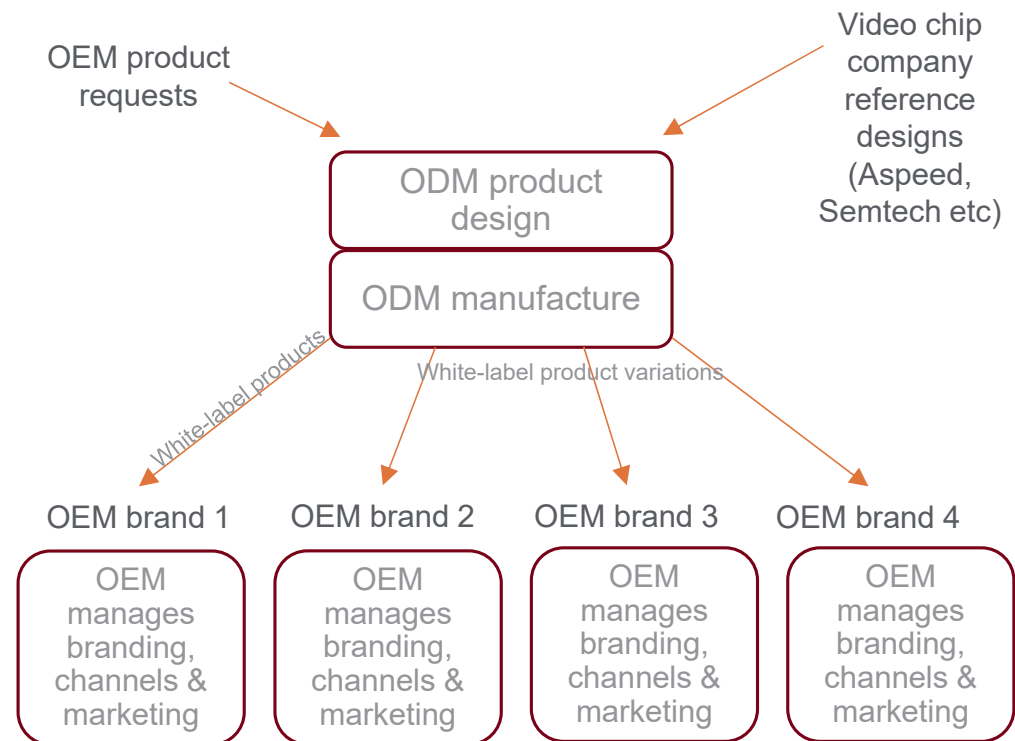


OEM and ODM manufacturing approaches

Original Equipment Manufacturer (OEM)



Original Design Manufacturer (ODM)



ODMs manage the complexity of making video products – getting them to design Dante into their video products can act as a force-multiplier to get into multiple brands' video products through a single relationship



Dante Video and Audio Platform

Audio Visual
Integrators,
Professionals &
Consumers

AV Configuration & Management

- Dante Controller
- Dante Domain Manager
- Dante Cloud



AVIO Network Adaptors

- Analogue
- USB / Bluetooth

Audio & Video Software Tools

- Dante Studio (AV)
- Dante Virtual Soundcard
- Dante Via
- 3rd party apps

Manufacturers
(OEMs)
*Original Equipment
Manufacturers*

Audio Products

Chips, Cards & Modules

- Brooklyn III
- Ultimo
- Broadway

Software

- Dante Embedded Platform
- Dante Application Library
- Dante Ready
- IP Core

Video Products

Chips, Cards & Modules

- Dante AV Ultra
- Viper Board

Software

- Dante AV-H



Dante Video Products

Dante AV Chips & Modules

- Dante AV Ultra and Viper are premium products targeting live venues, broadcasters, corporate board rooms and university lecture spaces.

Dante Software

- Dante AV-H enables existing mainstream products targeting corporate meeting rooms, lobbies, education classrooms, hospitality etc.
- Provides a lower cost Dante AV endpoint for price sensitive applications
- Dante Studio enables both PC to/from devices and PC to PC use cases (Mac compatibility will follow in future releases)
- Enables future cloud Dante AV offerings

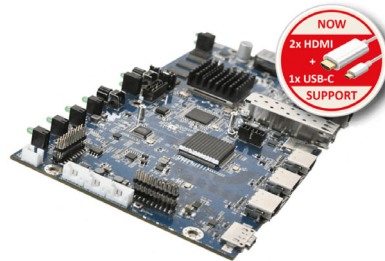
Dante AV Ultra



- Premium Dante AV offering:
 - high resolution
 - visually lossless quality
 - audio/video synchronization
 - subframe latency

*Repeat
revenue model*

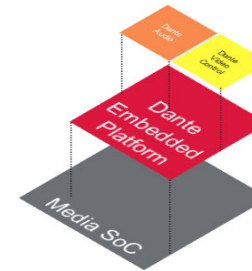
Viper



- Fully integrated AV over IP board:
 - Provides a foundation for ODM designs
 - From Silex acquisition
 - Foundation of Dante AV Ultra v2

*Repeat
revenue model*

Dante AV-H



- Simple Dante AV offering:
 - Enables Dante audio and video routing & configuration
 - Targets existing ODM hardware designs
 - H264 is the dominant codec used in PTZ IP cameras

*Repeat
revenue model*

Dante Studio



- Software product that enables PCs to support Dante AV video streams
- Used by AV Professionals and consumers

*Subscription
revenue model*



Dante AV-H: Dante + H264 Codec



Software solution for OEMs to develop fully manageable video products that embed into the Dante Ecosystem

- OEM products appear in Dante Controller (for signal routing, device configuration & troubleshooting)
- adds Dante Audio to products that need audio solution
- supports several H.264 based video chipsets already used in OEM products, including cameras and I/O boxes
- designed to support both **existing** and **new** product designs

- *Announced in September at IBC 2022 along with 9 licensees (5 of top 14 PTZ companies¹)*
- *Expect OEM product availability in early 2023*

PTZ Camera market¹

- A small but critical part of video market
- ~240,000 PTZ cameras shipped in 2020
- The top 14 companies are ~80% of market
- Market growing at >50%
- All the top 14 PTZ camera manufacturers use the h264 codec (some use multiple codecs)

¹According to Futuresource research the top 14 are AVer, Axis, BirdDog, Canon, DataVideo, JVC, Lumens, Minrray, NewTek, Panasonic, PTZ Optics (includes HuddleCamHD), Sony, Vaddio & ValueHD



Audinate video team

- Development team of 20+ people across 2 sites UK (Cambridge) & Belgium (Louvain la Neuve)
- Capability covers video compression, FPGA, hardware design and video software capabilities
- Critical mass in the European time zone – access to video engineering talent pools
- Audinate is now able to offer fully integrated video solutions
- Video product roadmap has been accelerated through the acquisition of Belgium team
- Established relationships with Original Design Manufacturer (ODM) and Original Equipment Manufacturer (OEM) customers



Video priorities

FY23 Priorities

1. Release Dante AV-H
2. Release 2 additional components to Dante Studio
3. Video endpoint support in Dante Domain Manager
4. Manufacturers to release more Dante video products
5. Target >10,000 end points in FY23
6. Target > US\$3m in video revenue in FY23

FY23 priorities are per Investor Presentation (August 22)



Complete Dante AV Ecosystem

- **Extended Dante Ecosystem** with audio, video and control
Dante AV products are now shipping! PTZ Cameras, Encoders and Decoders, Dante Studio and more
- **100% Interoperability** with 3500+ audio product ecosystem
Separate routing for audio, video and control gives freedom for system designers and operators
- **Easy with Dante Controller:** route video as you would with audio
Video hardware and software end-points appear the same way in DC and can be grouped together
- **AV Network Management with Dante Domain Manager**
DDM offers monitoring, alerts, logging, controlled user access and allows systems to span subnets



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