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

Audinate Strategy Update

Aidan Williams – Chief Executive Officer / Co-founder

"Software is eating the world"
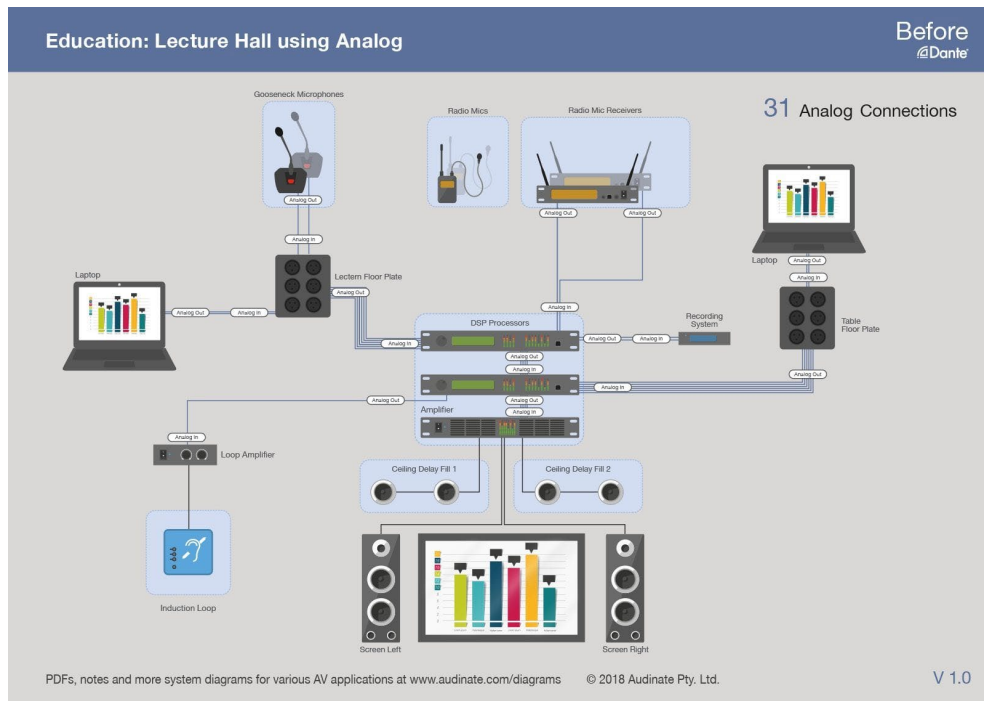
Observed Marc Andreessen

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

Education: Lecture Hall using Analog   Before
Dante

Gooseneck Microphones   Radio Mics   Radio Mic Receivers   31 Analog Connections
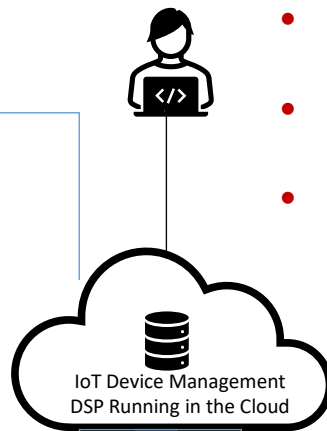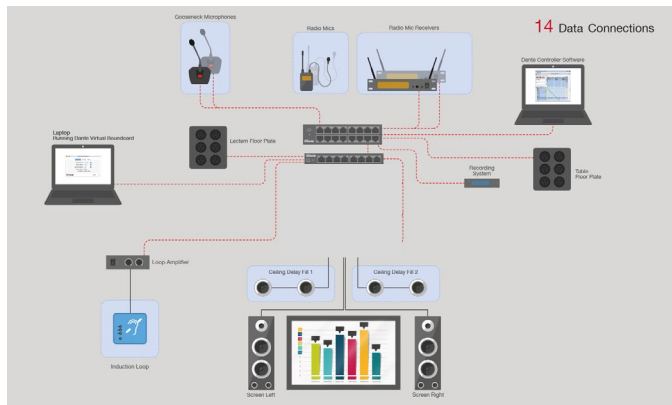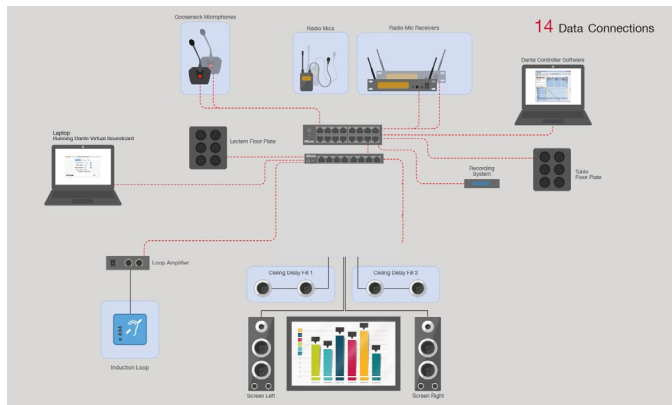
- Analog wires

- Hardware boxes

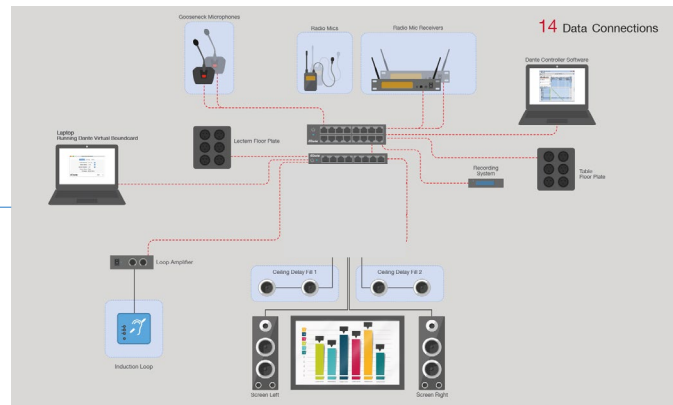- Media Signals are Local

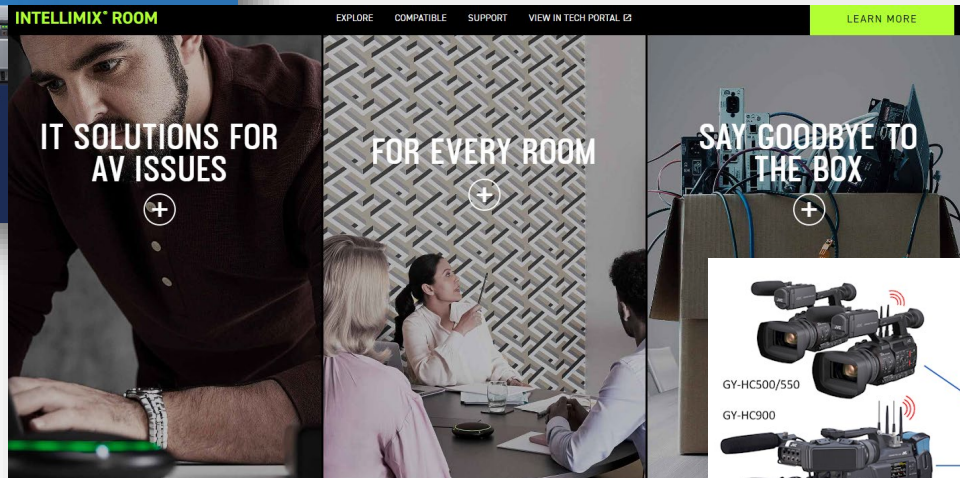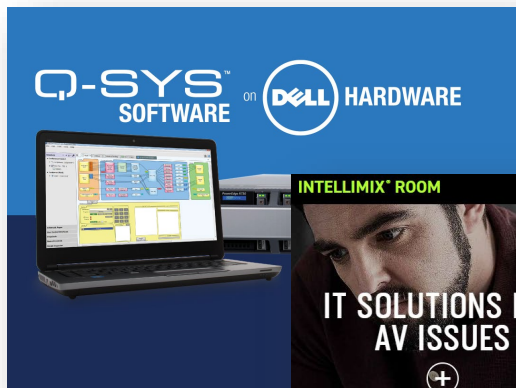Lots of software,
inside the DSP boxes
→ FedEx software distribution!

AV Tomorrow → Networks & Software

- Dante Enabled IoT AV devices

- Software delivers AV application

- Media signals anywhere

IoT Device Management
DSP Running in the Cloud

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)

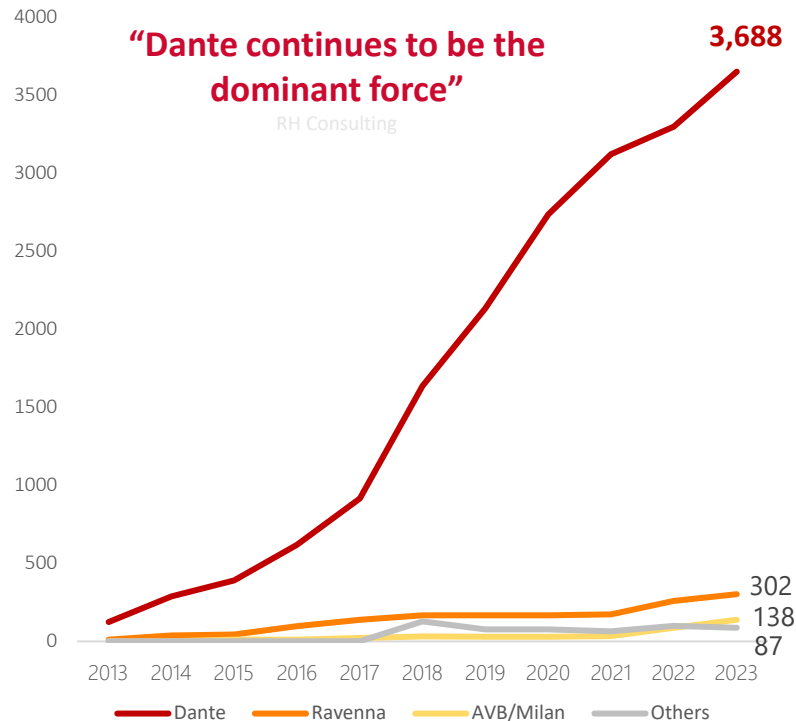- **Interoperability(!) – end-users don't love walled gardens**

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

302
138
87

Dante — Ravenna — AVB/Milan — Others

Video traction is encouraging

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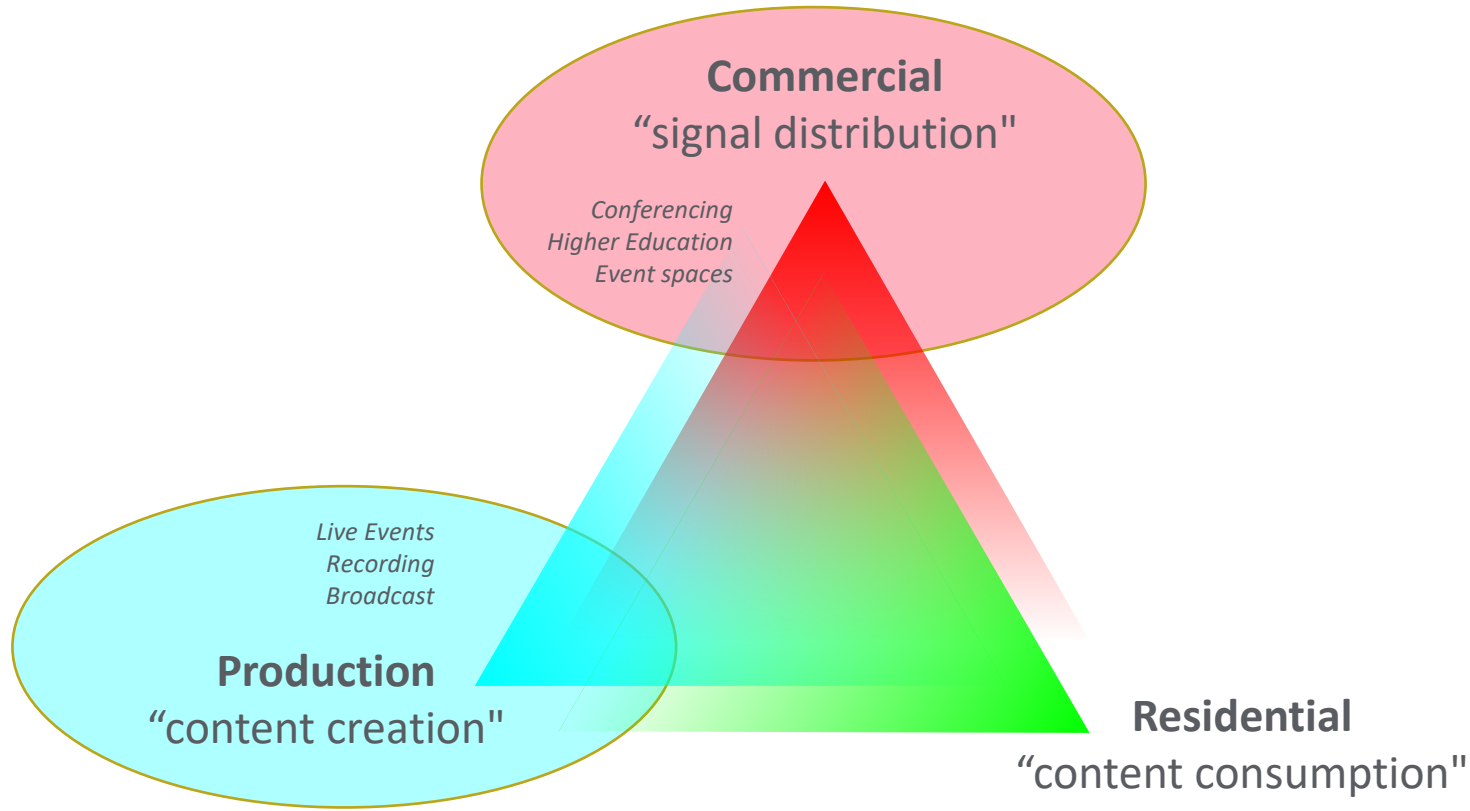
Video Strategy

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

Live Events
Recording
Broadcast

Production
"content creation"

Residential
"content consumption"
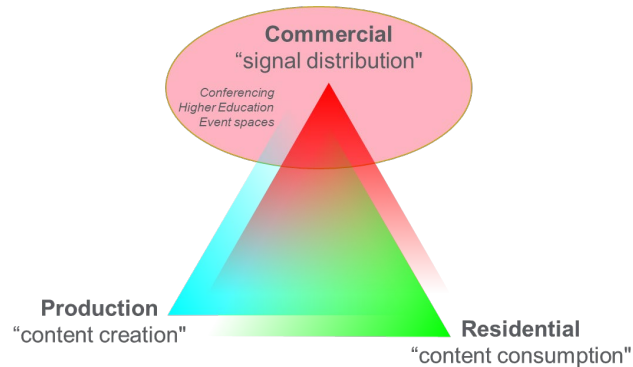
Commercial: Product Examples

Dante AV-H

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

H.264 MPEG-4/AVC **H.265** MPEG-4/AVC **arm**

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

Commercial "signal distribution"

Conferencing Higher Education Event spaces

Production "content creation"

Residential "content consumption"
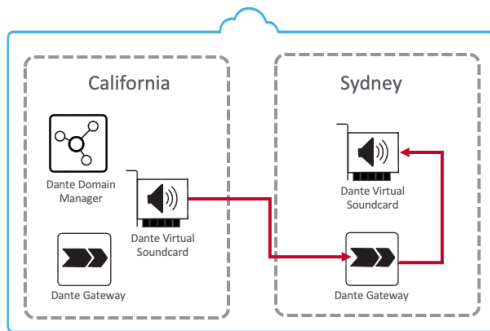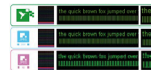
Production: Product Examples
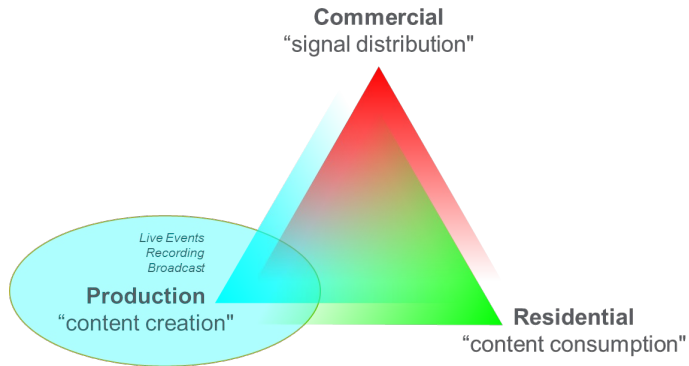

front

rear

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

Commercial
"signal distribution"

Live Events
Recording
Broadcast

Production
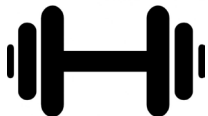"content creation"

Residential
"content consumption"

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 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

Broadcast

Audio Mixer

Dante Connect™
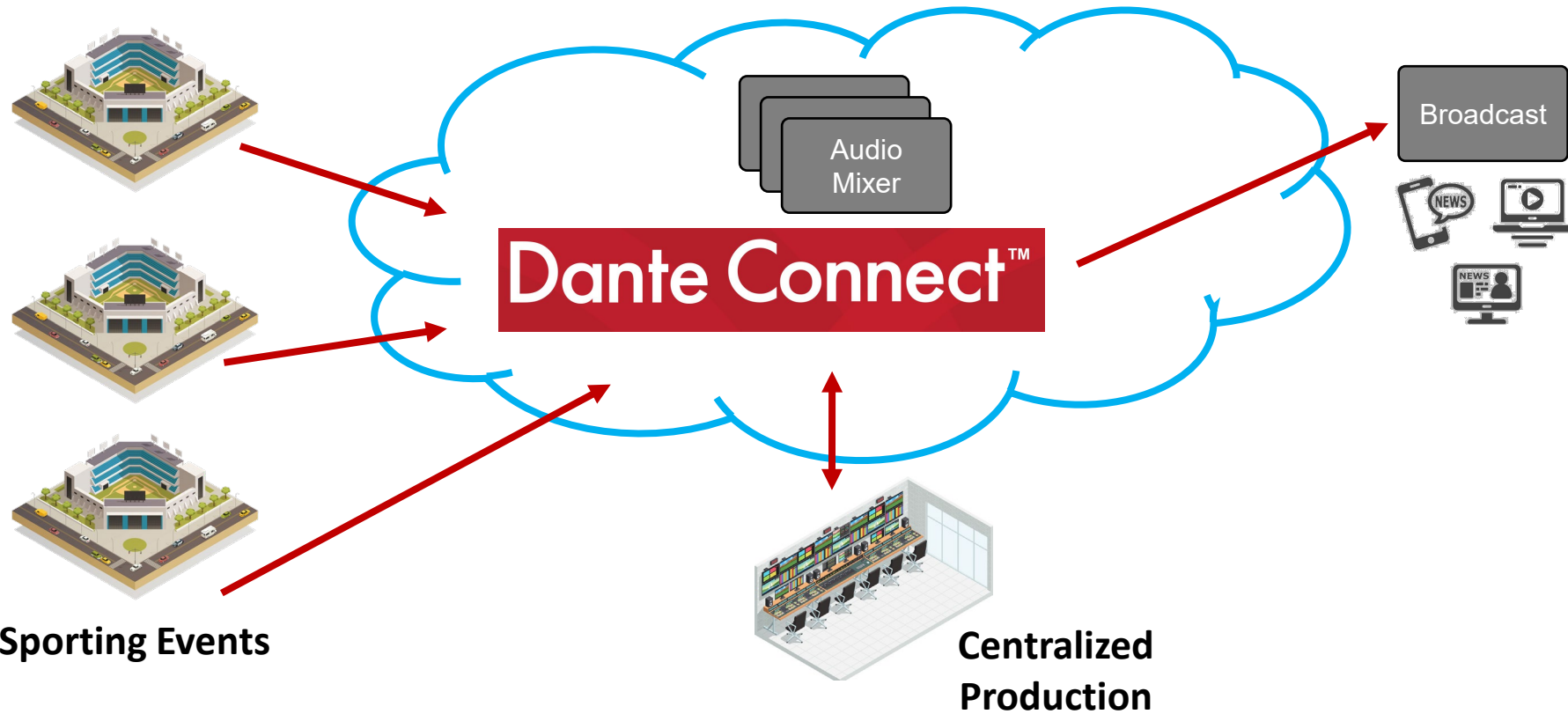
Go to market model

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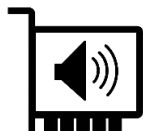
Dante Virtual Soundcard for cloud VMs, supports up to 256 channels. Allows lossless synchronized audio to be transferred between cloud VMs and connects audio channels from on-the-ground devices for use in cloud-based editing and distribution software

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

Audinate

May 2023

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