Broadata Communications Joins SDVoE Alliance

Reach of SDVoE solutions expands to mission-critical surgical, military and command & control applications

MONTREAL — June 6, 2017 — The SDVoE™ Alliance today announced that Broadata Communications, Inc. (BCI), a leading developer of market-driven solutions for the transmission of digital multimedia over fiber, has joined the alliance as an adopting member.

"At BCI, our particular expertise is in designing and delivering AV products for mission-critical applications across several markets including medical, command & control and broadcast," said Jim Banda, vice president of sales at BCI. "The SDVoE platform provides the uncompromising video quality and zero latency that will let our customers move to cost-effective AV-over-IP architectures. We are proud to be an adopter."

"Adhering to stringent quality and performance specifications, and delivering products that are certifiable for surgical applications where lives are on line, is what BCI is known for," said Justin Kennington, president of the SDVoE Alliance. "Their adoption of the SDVoE standard is a ringing endorsement of the underlying technology and we welcome their participation in the alliance."

All AV distribution and processing applications that demand zero-latency, uncompromised video can benefit from SDVoE technology, which provides an end-to-end hardware and software platform for AV extension, switching, processing and control through advanced chipset technology, common control APIs and interoperability. SDVoE network architectures are based on off-the-shelf Ethernet switches thus offering substantial cost savings and greater system flexibility and scalability over traditional approaches such as point-to-point extension and circuit-based AV matrix switching.

The SDVoE Alliance will feature member products and demonstrations at InfoComm 2017 (Orlando, June 14-16) in booth 3729. BCI will showcase the latest addition to the Link Bridge™ product line in booth 4121. The new LBN encoder and decoder are SDVoE-compatible.

About Broadata Communications, Inc.
Broadata Communications, Inc. (BCI), is a privately held, California-based corporation, that has quickly developed a reputation as a leading developer of market-driven solutions for the transmission of digital multimedia (video, audio, data, and control) over fiber. Many of BCI's clients are world leaders in their industries, which span a wide variety of segments including medical, professional audio/video, house of worship, education, government, military and broadcast. For more information, visit www.broadatacom.com.

About the SDVoE Alliance
SDVoE is an initialism for "Software Defined Video over Ethernet". The SDVoE Alliance is a nonprofit consortium of technology providers collaborating to standardize the adoption of Ethernet to transport AV signals in professional AV environments, and to create an ecosystem around SDVoE technology allowing software to define AV applications. The alliance participates in tradeshows and conferences, publishes white papers and case studies and promotes SDVoE technology, and solutions based on the technology, to system integrators, designers and consultants. Training and installer certification are also part of the mandate. The SDVoE Alliance founding members are AptoVision, Aquantia, Christie Digital, NETGEAR, Sony and ZeeVee. All interested parties are invited to join the alliance and work toward its goals. For more information, visit sdvoe.org and follow us on Twitter @SDVoE.

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