How Media Networking Drives Innovation

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Innovation Cycle

1. Identify a problem
2. Provide a solution
3. Create consistency
   •  Then...
1. Expand adoption
2. Iterate and Evolve
Standards Evolving Applications

- Solve a Problem
- Increase Ease of Use
- Bring In More Users
- Novel Applications
Expanding Relevance
Evolution In Action

- Solve a Problem
- Increase Ease of Use
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- Novel Applications
Standards Alone Aren’t Enough

- Standards are key, but can’t stand alone
  - Users must need it
  - An ecosystem must develop
  - The standard must evolve with the users and ecosystem
Don’t Lose Sight Of the User

• The “Internet Of Things”
• We have ways to connect everything that are standards-driven
  • Neat, but why?
  • No, really-why?
Bridging Gaps
Prognosis

- User interaction patterns will continue to evolve
- Integration will continue to expand
- Systems must become contextually aware
Some Benefits of Standard Control

- Single GUIs
  - The right interface for the right people
- Simplified programming
  - No more wrestling with multiple languages/protocols
- Machine-to-machine communication
  - Devices can talk to each other instead of being “translated”
- Easier integration
  - Replacing or upgrading equipment is simplified
What is OCA?

• Control and monitoring architecture for networked media devices
  – "Media" = audio & video

• OCA is not
  – A media transport standard
  – A device programming model
  – A system controller programming model
  – A user interface generation architecture
  – Tied to any specific audio transport

• Target
  – Professional applications
  – Networks of all sizes, tiny (2 nodes) to huge (10k nodes)
  – Mission-critical applications

• Goal
  – Open public standard (AES X-210)
AES X-210 and OCA
Real Scenarios Today

• Remote Preamp control from a mixing console
• Available, but still limited
  • Adds flexibility
  • Improves ease of use
  • Unifies hardware into a system
Real Scenarios Today

- We are controlling gain remotely
- But this is for inputs
- What about other kinds of level controls?

**Problem:**
- I have a system where lots of different mixers come into the venue
- They all have different maximum output levels
- Some of these clip the inputs to my system
- Checking the levels takes time and is not always done correctly
Evolving the Solution

“I wish I could…”

- Solve these gain staging problems by having one device tell the other what kind of input level it can handle.

“I’m glad I don’t have to…”

- Add additional work-arounds or worry about my equipment being damaged because this saves me time and produces better results.

“I think I’ll try…”

- Using a different piece of equipment that has more features and functions that better fit my needs, but I didn’t think that I could use before.

“What if…”

- I could use this same functionality to properly automate the gain staging of highly distributed and complex systems.

Solve a Problem
Increase Ease of Use
Bring In More Users
Novel Applications
Where Is the Actual Value?

- Value is in choosing what I need
- Value is in how I interact with it
- Value is in flexibility and choice
- Value is in my time
Thank You

Questions?