

OPEN CONTROL ARCHITECTURE ALLIANCE EXPANDS, ADDING ATTERO TECH, AUDINATE, AND WAVES

New OCA Alliance Members Extend the Range of Pro Audio Companies Working on Networking System Control Standards for Full Interoperability

San Francisco, Calif., March 12, 2013 – The Open Control Architecture (OCA) Alliance, the industry collective developing, and working to standardize, a media networking system control standard for professional applications, today added three new associate members - Attero Tech, LLC, Audinate Pty. Ltd, and Waves Audio.

“We are very excited to welcome the new members to The OCA Alliance,” said Morten Lave, OCA Alliance Vice Chairman and CEO/Managing Director of TC Applied Technologies Ltd. “2013 is shaping up to be a very active and exciting year for OCA. As the AES X-210 project moves forward to standardize OCA, the OCA Alliance will focus on the promotion, support, and evolution of the architecture. These three new partners will add to our efforts to bring an open control architecture to the industry.”

“Attero Tech is very pleased to become a member of the OCA Alliance,” said Mike Sims, Director of Marketing & Sales for Attero Tech. “Although attempts have been made in the past to standardize AV control approaches, the OCA has for the first time offered a really logical and extensible protocol definition as an open standard. We look forward to being able to “talk” to many more devices in the future.”

“Waves is proud to be a part of the OCA Alliance,” stated Gilad Keren, CEO and co-founder of Waves Audio. “Today, with so many devices and platforms powering the media industry, it’s crucial that widely-accepted standards are established. Open Control Architecture as a media networking system control standard for professional applications is an important step in that direction.”

“We have been following the developments of the OCA alliance since its inception and feel that being an Associate member is for us a good opportunity to be involved in this important alliance,” said David Myers, Audinate’s COO. “We are pleased that this initiative to have a common control architecture for AV manufacturers has gained so much momentum.”

About OCA

OCA defines a flexible and robust control standard that complements any media-transport standard. By adding standard system control to the media-network equation, OCA will allow devices from multiple manufacturers to share common controllers. This will allow seamless user experiences of multivendor systems.

About OCA Alliance

OCA Alliance is a non-profit corporation formed to secure the standardization of the Open Control Architecture (OCA) as a media networking system control standard for professional applications. The OCA Alliance's purpose is to actively promote the adoption and standardization of Open Control Architecture (OCA) as a media networking system control standard through marketing, education and training and to develop future standards and other documents that augment, enhance or extend the primary OCA standard for the purposes of enabling and promoting increased interoperability and reliability for a variety of transport standards.

For more information, please visit www.oca-alliance.com

About Audinate

<http://www.audinate.com/>

About Waves Ltd.

<http://www.waves.com/>

About Attero Tech

<http://www.atterotech.com/>