



# OpenAV Cloud

A new era for in-House AV/IT teams

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## What is OpenAV Cloud?

OpenAV Cloud is an industry-wide initiative bringing together leading AV manufacturers and technology providers to drive the adoption of open and standardized cloud connectivity, and API-driven innovation. OpenAV Cloud's objective is to create a seamless, interoperable AV ecosystem that puts customers first.

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## Why it matters to in-house AV/IT teams

As AV systems become increasingly cloud-connected, in-house AV/IT teams face the challenges of integrating and managing equipment from multiple vendors – often within fragmented, closed ecosystems. OpenAV Cloud offers a future where hardware and software work together, regardless of brand.

**Break free from proprietary lock-in:** Integrate best-in-class devices from multiple vendors without closed, restrictive ecosystems.

**Reduce downtime and cut support costs:** Open APIs enable faster troubleshooting, predictive maintenance, and proactive device health monitoring – reducing disruptions and repair expenses.

**Create better user experiences:** Drive seamless device collaboration to ensure frustration-free AV and minimize disruptions that could impact your business.

**Extend device lifespans:** Open, future-ready systems reduce technology obsolescence and maximize your investments.

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## Founding members

**BrightSign** **legrand** | AV **Panasonic** **SHURE** **SONY** **XYTE**

## Champion openness in your AV/IT strategy

### Evaluate devices and solutions for open APIs



Make open APIs and cross-platform compatibility a core requirement in your RFPs and vendor evaluations.

### Request open API support from vendors



Ask for detailed documentation on open APIs and integration practices when working with manufacturers and services providers.

### Prioritize security & data protection



Ensure your team's AV/IT data and user information adhere to top security and privacy best practices, protecting both your users and your organization.

### Share feedback with industry stakeholders



Engage with vendors and integrators to share your experiences, highlight the importance of openness, and help shape the future of open, flexible, and user-first AV solutions.

## What supporting OpenAV Cloud delivers for you

- 1. Simpler integrations:** Choose the best devices for your needs, no matter the brand.
- 2. Smarter, scalable support:** Leverage real-time data and remote monitoring for fewer headaches and faster fixes.
- 3. Better ROI:** Future-ready systems that evolve with your needs and protect your investments.

## Ready to get involved?

Help build the open, connected AV future. Visit [openav.cloud](https://openav.cloud) to learn more.