



# Join OpenAV Cloud

A global initiative for an open, cloud-connected AV industry

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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, and a customer-first AV ecosystem that benefits the entire value chain - from manufacturers to integrators to end users.

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## Why it matters to systems integrators and MSPs

As cloud adoption accelerates in the AV world, fragmentation and closed ecosystems are limiting innovation and flexibility. OpenAV Cloud is changing that - creating a vendor-agnostic foundation where systems integrators and MSPs can:

- Simplify multi-vendor deployments
- Deliver smarter, integrated services
- Stay competitive with future-ready solutions
- Shape the standards that impact your work

**OpenAV Cloud puts you in the driver's seat of an interoperable AV future** - one that puts customer experience and integrator agility first.

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## Founding members

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

## Member commitments



### Customers first

Give customers the flexibility and freedom to choose by ensuring a seamlessly integrated AV experience across different brands and platforms



### Open APIs

Prioritize devices that offer open, read-write APIs - enabling true cross-platform compatibility.



### Data access

Ensure customers have full access their data with export capabilities



### Security & privacy

Ensure all customer data is adhering to security and data protection best practices



### Industry-wide inclusion

Commit to be open to all AV stakeholders who adopt OpenAV Cloud's core principals, fostering collaboration over exclusivity

## Four reasons to join OpenAV Cloud today

1. Simplify multi-vendor deployments
2. Deliver smarter services
3. Stay competitive
4. Help shape industry standards

## Ready to get involved?

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