

# What's so special?

## Genesis Technologies AV over IP = Audio over IP

Since we so frequently get asked questions about audio versus video over IP, we have decided that it is now time to dedicate an article to this topic. As you know, AV over IP stands for Audio-Visual over Internet Protocol. It is the latest way to transmit or 'rout' an audio and / or video signal from its source, over a network, to its destination, where it is watched and / or listened to.

The reasons why AV over IP is increasingly preferred to the traditional 'fixed mainframe, point to point switching' are that it is way more flexible, it takes up less space, it provides better performance and remote access is possible.

But our AV over IP solution goes even further than that. Much further. And the great difference is not in the video part, but in the audio part. Genesis Technologies AV over IP is *audio* over IP and it provides a completely different, much better user experience in any way, whilst making things a lot easier for the integrator that implements the system.

### Advantages for the user

As stated, the user experience is completely different, thanks to the Genesis Technologies special hard- and software. In the first place, because Genesis carefully selected and tested high-end pro platforms and chip sets. Opposed to the traditionally used high-end consumer-based equipment, that came with many limitations, this pro hardware provides the highest reliability and durability available on the market today.

Furthermore, the efficiency of this hard- and software results in a much 'cooler' solution that takes up way less space, even compared to non-Genesis AV over IP solutions. For more information about this advantage, please check out our previous article on LinkedIn: <https://www.linkedin.com/pulse/coolest-solution-av-jetty-de-koster/>

Lastly, the Genesis Technologies solution has the most amazing feature and function set, that makes the greatest difference for the user experience. It creates a feeling of unity throughout the yacht or home and 'it feels very smooth'. Each time your client presses a button, whether it is to change channels, media sources, switching on / off or even muting, with the Genesis solution you have total flexibility to customise these exactly to your clients' likes. Each different viewing / listening area can have the 'character' that your client likes, regardless of the equipment used. And even experienced audiophiles are impressed with our dynamic sound compensation that makes the music sound very rich and at its best at any volume, even when it's played very quietly in the background.

Thanks to these and many more of the most exclusive features and functions, that are so immensely refined and that focus on each detail, that others would not even think about, Genesis has succeeded in creating the most luxurious user experience for sale today, that has been already implemented on a few of the latest, largest private superyachts

### Advantages for the integrator

But the advantages do not stop here. Not just the user experience, but also the integrator experience is very different if we compare AV over IP in general to the Genesis Technologies AV over IP. Thanks to the use of the pro platforms and chip sets, the integrators of the Genesis solution now have full control of the hardware, that does not have some 'native built in intelligence' but can be programmed in any way that is most suitable and desired.

The efficiency, as referred to above, also makes it easier for the integrator in many ways. But, thanks to the Genesis Technologies 'Menura concept' the most efficient solution available today is also the most flexible solution on the market. Due to a special hardware, that has been developed by Genesis Technologies and that is available exclusively to our partners, the total of the IP network can be managed in a completely new way, allowing additions of sources and zones to be even easier than with any other AV over IP solutions and making it easier than ever to guarantee 'all sources in all zones'.

Finally, when working with Genesis Technologies, as an integrator you will have a reliable partner that is much more than a supplier. We are your personal system architect that you can count on. Genesis, backed up by almost 30 years of experience, development and specialisation, will take full responsibility for such a unique and perfectly working AV over IP system, fine-tuned to the smallest details, allowing you to reach greater client satisfaction with a much lower risk and with less resources involved.