Arista Announces Media and Entertainment Initiative with Industry Leaders

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LOS ANGELES--(BUSINESS WIRE)-- SMPTE Booth 114 -- Arista Networks, Inc. (NYSE:ANET) today announced an advisory consortium comprised of visionary customers and partners in the broadcast, file-based theatrical/post-production and streaming media segments. Initial goals are to revolutionize the broadcast industry by enabling uncompressed signal transport and to deliver simplified and agile infrastructure with Ethernet economics. This will be accomplished through Arista's support of industry standards organizations, as well as collaboration between customers and partners.

Similar to the transformation of voice networks away from proprietary TDM infrastructure, the migration of the legacy broadcast plant to standards-based IP solutions offers agile production that support current and future resolutions, frame rates and color depth, without requiring the rip-and-replace cycles that often plague financial balance sheets. **Arista's EOS** (Extensible Operating System) enables rapid adoption of industry standards through its open and programmable interfaces, resilient and scalable architecture and compatibility across workloads, workflows and work streams.

"Delivering broadcast applications over IP is a critical operational goal. A key requirement in this evolution is leveraging IP networking solutions that can easily adopt and deliver standards such as SMPTE 2059-2 timing to enable a seamless transition from current broadcast infrastructure," said Thomas Edwards, Vice President of Engineering & Development, FOX Network Engineering and Operations.

Industry Support from Broadcast Experts

Arista is aligning with industry leaders and customers involved in the real deployment and evolution of IP networking **technology and infrastructure in media**. Arista's media and entertainment advisory board, composed of technical partners and customers, is building solutions for real time media flows (broadcasting), file based workloads (such as ingest, VFX, rendering, editing, transcoding and finishing), and streaming.

“Imagine Communications was among the first to recognize the long-term productivity and economic advantages the IT industry offers media and entertainment companies, and we’ve been working diligently to assist our customers in the seamless and self-paced transition of their operations to a more agile, standards-based and cost-efficient environment,” said Ramnik Kamo, Chief Marketing Officer, Imagine Communications. “We are pleased to be working with a partner that shares our vision, understands the unique requirements of the media industry, and is a staunch supporter of open standards that benefit the entire ecosystem.”

Arista Spotlights IP Based Solutions for Media and Entertainment at SMPTE

Arista will be demonstrating two IP-based solutions for the broadcast industry at the SMPTE 2015 Annual Technical Conference being held in Los Angeles from Oct 26-29 (Booth 114). One solution, in conjunction with Imagine Communications, will demonstrate the ability of its Magellan™ SDN Orchestrator to manage production-quality video switching in an SMPTE 2022-6 environment. The other solution, in conjunction with FOX Networks and Aperi Corp., demonstrates elemental media flows in a professional media network using RFC 4175.

About Arista Networks

Arista Networks was founded to pioneer and deliver software-driven cloud networking solutions for large data center storage and computing environments. Arista’s award-winning platforms, ranging in Ethernet speeds from 10 to 100 gigabits per second, redefine scalability, agility and resilience. Arista has shipped more than five million cloud networking ports worldwide with CloudVision® and EOS, an advanced network operating system. Committed to open standards, Arista is a founding member of the 25/50GbE consortium. Arista Networks products are available worldwide directly and through partners.

ARISTA, EOS, CloudVision and Spline are among the registered and unregistered trademarks of Arista Networks, Inc. in jurisdictions around the world. Other company names or product names may be trademarks of their respective owners.

Additional information and resources can be found at: **http://www.arista.com**

This press release contains forward-looking statements including, but not limited to, statements regarding objectives of the advisory consortium and the benefits of EOS. All statements other than statements of historical fact are statements that could be deemed forward-looking statements. Forward looking statements are subject to risks and uncertainties that could cause actual performance or results to differ materially from those expressed in the forward looking statements including: our limited operating history and experience with developing and releasing new products; product, support or service quality problems; rapidly evolving changes in technology, customer requirements and industry standards as well as other risks stated in our filings with the SEC available on

Arista's website at **www.arista.com** and the SEC's website at **www.sec.gov**. Arista disclaims any obligation to publicly update or revise any forward-looking statement to reflect events that occur or circumstances that exist after the date on which they were made.

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