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Arista Networks and Fox NE&O Debut Network Integrated IP-Video Processing Proof of Concept

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SMPTE Annual Technical Conference, LOS ANGELES, CA-- October 21, 2013

Arista Networks announced today a joint proof-of-concept with FOX Networks Engineering and Operations (FOX NE&O), a division of Fox Networks Group, to be debuted at the Society of Motion Picture and Television Engineers (SMPTE) Annual Technical Conference & Exhibition, demonstrating how Media & Entertainment industry-specific functionality can be implemented on Arista's networking devices at wire rate. FOX NE&O pinpointed a need in the broadcast industry for frame-accurate switching of uncompressed HD-SDI video over IP (SMPTE 2022-6) using Arista technology.

Arista will demonstrate seamless-switching of SMPTE 2022-6 IP video streams on the Conference exhibit floor. Arista's Chairman and Chief Development Officer Andreas Bechtolsheim will co-present with Thomas Edwards, Vice President of Engineering & Development at FOX NE&O a joint paper entitled "Video Processing in an FPGA-enabled Ethernet Switch." Special attention will be paid to the requirements on the protocols, the flexibility of IP deployments and the key architectural issues at the firmware level. This proof-of-concept will show not only the capability of embedding video processing functionality within cloud networking, but also Arista and FOX NE&O's commitment to innovation within the Media & Entertainment industry.

“FOX NE&O believes that professional media networking is the future of the broadcast plant, including the networked transport of our uncompressed high-definition live video streams,” said Thomas Edwards of FOX NE&O. “We believe that converging our video streams onto the Ethernet infrastructure will provide enhanced agility and flexibility to our business, and also it may potentially bring savings by allowing us to purchase more COTS hardware and thus benefit from economies of scale. The broadcast industry is at a very early point in this technological transition, so FOX NE&O greatly values Arista Networks’ contribution to this proof-of-concept to help test out some of the basic video processing requirements of professional media networks.”

The Movement Towards Modern Networks

There is considerable interest in the broadcast industry to migrate legacy digital video interfaces (SDI - Serial Digital Interface) to reliable transport over Ethernet and IP based networks. The benefits include greatly simplified cabling plants, far greater efficiency, ease of signal routing and processing, and significant cost savings utilizing a shared infrastructure. Two popular standards being developed for this purpose are IEEE Audio Video Bridging and SMPTE 2022-6 HD-SDI over IP. Furthermore, a myriad of video processing capabilities - including frame-accurate switching - that exist today in the world of legacy SDI must now be evolved to packet-based networks. This offers significant advantages over niche purpose-built “add-on” overlay elements that add cost and complexity.

About Fox Networks Group

Fox Networks Group is a primary operating unit of 21st Century Fox (NASDAQ:FOX) and consists of Fox Broadcasting Company (FOX), FOX Sports Media Group, the company’s national and regional cable programming services, FOX International Channels and Fox Networks Engineering & Operations. These units produce, program and transmit much of America’s most popular entertainment, sports and information content via 45 owned-and-operated and joint venture TV networks, video on demand and other media platforms. FOX is America’s most popular network; Fox Networks Group cable channels span FX, National Geographic Channel, Nat Geo WILD, Nat Geo Mundo, FXX, FXM, FSN and 22 regional cable sports networks, FOX Sports 1, FOX Sports 2, SPEED2, FOX SoccerPlus, FOX College Sports, FOX Deportes, Utilisima, Baby TV, BTN (co-venture with the Big Ten Conference), additionally digital extensions including BTN2Go, FOX Sports GO, FX NOW and Nat Geo TV. FOX International Channels features U.S. Spanish-language broadcast net MundoFox, in addition to more than 300 networks delivered in 48 languages across Latin America, Europe, Asia and Africa. The division also includes Fox Sports Enterprises, which manages interests in sports franchises and leading statistical information provider STATS, LLC.

About Arista Networks

The company was founded to deliver software defined cloud networking solutions for large data center and computing environments. Arista’s award-winning 10/40/100 GbE switches redefine scalability, robustness, and price–performance, with over 2000 customers and more than one million cloud networking ports being deployed worldwide. At the core of Arista’s platform is **EOS**, the world’s most advanced network operating system. Arista

Networks products are available worldwide through distribution partners, systems integrators and resellers.

Additional information and resources on today's announcement can be found at: **https://www.arista.com**

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