New Video from 1394 Trade Association Describes Advantages and Benefits of FireWire for Audio Applications

High Capacity, Affordability, Compatibility Thunderbolt Highlight FireWire’s Continuing Leadership in Audio Applications

San Francisco, Mar. 20, 2013 -- The 1394 Trade Association has produced a new online video that describes in detail the advantages and benefits IEEE1394 in advanced audio applications.

The video about FireWire was developed and narrated by Morten Lave, CEO and Managing Director, TC Applied Technologies, and a board member at the Trade Association. “FireWire is the best computer interface for high quality audio interfacing,” said Lave in introducing the video. “It provides very high capacity, is affordable, proven, and ubiquitous.” In addition, 1394/FireWire is now compatible with the Thunderbolt dual protocol I/O standard, which increases transfer performance with bi-directional 10Gbps speed.

The video describes these and other benefits in detail and offers comparisons with other interfaces used in audio applications, including USB.

The new video is available on YouTube.

The 1394 Trade Association is a global organization dedicated to the advancement and enhancement of the IEEE 1394 standard. By the end of 2012, more than 2.5 billion FireWire ports had shipped on a wide range of computing, consumer electronics, industrial, storage and other systems. For more information visit www.1394ta.org

More information
Dick Davies
ipra@comcast.net

415 652 7515