



# Not All Networks Are Built for AV

When audio and video depend on your infrastructure, the difference between "works" and "works reliably" becomes critical to your business.

# What Matters in Modern AV

To support AV over IP effectively, networks must deliver more than just basic connectivity. They require purposeful architecture across four pillars:

## Consistent Performance

Real-time data delivery with near-zero latency, eliminating drops and lag.

## Rock-Solid Stability

Flawless operation under multiple simultaneous high-bandwidth streams.

## Predictable Behavior

Reliable execution during critical, live moments where failure isn't an option.

## Operational Visibility

Deep insight into performance metrics and rapid troubleshooting capabilities.



# How Approaches Compare

Evaluating general-purpose infrastructure against AV-ready solutions.

Decision Criteria	General-Purpose Networks	AV-Ready Networks (RUCKUS)
<b>Performance under load</b>	Can vary significantly as traffic increases	☑ Designed for consistent, baseline performance
<b>Real-time traffic handling</b>	May require extensive manual optimization	☑ Built natively to prioritize real-time AV traffic
<b>Scalability</b>	Complexity increases exponentially with scale	☑ Scales predictably without adding friction
<b>Deployment effort</b>	Requires heavy initial configuration and tuning	☑ Simplified setup tailored for AV environments
<b>Operational visibility</b>	Limited insight into specific stream issues	☑ Clear visibility and precise troubleshooting

## In Practice, This Leads To

### General-Purpose Networks

- Performance varies across different deployments
- Increased engineering effort to configure and maintain
- High dependency on manual tuning and troubleshooting

### AV-Ready Networks

- More predictable performance out of the box
- Reduced operational complexity for IT teams
- Greater confidence in live, mission-critical environments

# The Right Network Depends on the Role It Needs to Play

If your network is primarily supporting basic connectivity, many solutions can work.

But if your network is supporting real-time AV experiences, it needs to be designed specifically for that purpose.

[Learn More](#)

## BOTTOM LINE

**Choosing a network for AV isn't about comparing features—it's about whether it can deliver consistent performance when it matters most.**

Solutions designed specifically for AV environments are better aligned to meet these strict requirements.

Contact [RUCKUS Sales](#) to learn how we can help you eliminate downtime and boost productivity.

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