Dante Technology for Freedman Group Brands

The Freedman Group, parent company of professional audio brands RØDE, Mackie, and newly acquired Lectrosonics, has announced a new partnership with fellow Sydney-based technology leader Audinate. The agreement will see Audinate’s powerful Dante platform integrated into a suite of next-generation products across The Freedman Group’s portfolio, unlocking advanced networking capabilities for creators and professionals worldwide.

Dante delivers uncompressed, multi-channel digital audio and video with near-zero latency over standard Ethernet connections. Known for its seamless routing, proven reliability and unmatched scalability, it has become an industry staple in broadcast studios, live production, content creation and commercial installations around the world.

Commenting on the partnership, Peter Freedman AM, Founder of The Freedman Group, said, “I’ve known Audinate’s CEO, Aidan Williams, for many years, and it’s been inspiring to watch Dante grow from a bold idea into a world-leading technology. I’m truly delighted that we can now bring Dante’s unmatched networking capabilities to RØDE, Mackie, and Lectrosonics, unlocking exciting new possibilities for today’s creators and audio professionals. The Australian Audio Army is set to take over the world!”

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Used in thousands of professional audio and video products worldwide, Audinate's signature Dante technology is revered for its exceptional scalability and robust interoperability. It empowers professionals to manage large-scale systems with minimal effort, making high-performance networking more accessible across a multitude of industries.

Aidan Williams, CEO of Audinate, added, "It is a particular pleasure to announce a broad partnership with the Freedman Group, a fellow Australian company with global vision and passion for creating innovative products. Standardising on Dante will give creators and AV professionals seamless interoperability between iconic brands like RØDE, Mackie & Lectrosonics, and with thousands of networked products in the Dante ecosystem."

This partnership will enable native Dante integration across future product lines, with each brand tailoring the platform to their distinct product environments. Additionally, The Freedman Group will develop intuitive interfaces that simplify advanced audio networking for creators without compromising flexibility or fidelity.

The Freedman Group's adoption of Dante technology reinforces its commitment to building user-centric, networked solutions that elevate professional audio and video. This collaboration ushers in a new era of connectivity and innovation, empowering the next generation of creators with tools designed to meet the demands of modern production.

www.rode.com
www.mackie.com
www.lectrosonics.com

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