



# OpenAV Cloud

A global initiative for an open, cloud-connected AV industry

## What is OpenAV Cloud?

OpenAV Cloud is an industry-wide initiative bringing together AV manufacturers and technology providers to drive the adoption of open and standardized cloud connectivity, and API-driven innovation. OpenAV Cloud is a nonprofit initiative aimed at creating a seamless, interoperable, and customer-first AV ecosystem that benefits the entire value chain – from manufacturers to integrators to end users.

---

## Our vision

An open, integrated AV ecosystem where hardware and software seamlessly connect through cloud technologies and open APIs for the benefit of the customers.

---

## Why now?

The AV industry is undergoing a fundamental shift to the cloud, but fragmentation and proprietary ecosystems slow down innovation. Customers demand flexibility, integration, and interoperability – and OpenAV Cloud provides the framework to meet these needs.

# Our commitment: Building an Open, Connected AV Future

- **Customers First** – We commit to giving our customers the flexibility to choose and innovate by ensuring a seamlessly integrated AV experience across different brands and platforms.
  - **Open APIs** – We commit to developing and maintaining read-write open, cloud APIs that will enable true cross-platform compatibility.
  - **Data access** – We commit to allowing customers to access their data with export capabilities.
  - **Security & Privacy** – We commit to ensuring that all customer data adheres to security and data protection best practices.
  - **Industry-wide inclusion** – We commit to being open to all AV stakeholders who adopt OpenAV Cloud's core principals, fostering collaboration over exclusivity.
- 

## Why join OpenAV Cloud?

- **For the benefit of our industry** – Proprietary systems prevent our industry from delivering today's customer requirements and expectations. As an industry, we need to adopt an open, fully integrated cloud approach.
  - **Lead the Industry** – As industry leaders, we see our responsibility in setting the path, and shaping the future of AV, to ensure it keeps thriving.
  - **Collaborate & Innovate** – Work with other AV leaders to shape the future of the AV industry.
  - **Set the Standard** – Take an active role in defining best practices and frameworks.
  - **Market Recognition** – Establish yourself as a leader and a pioneer in the significant transformation of the AV industry.
- 

## Member Responsibilities

To ensure the success of OpenAV Cloud and drive industry-wide transformation, members are expected to:

- **Adopt Open APIs** – Commit to having a cloud platform with open read-and-write APIs within the first 12 months of joining.
  - **Collaborate on Standards** – Actively contribute to best practices, security protocols, and interoperability guidelines for the AV industry.
- 

## Next steps

[Join OpenAV Cloud](#) today to help define best practices, collaborate with industry leaders, and position your company at the forefront of AV's cloud evolution.

[www.openav.cloud](http://www.openav.cloud)

# Legal disclaimer

This document is intended for informational purposes only and does not constitute a legal agreement or create any legal obligations. It is designed to outline the vision and goals of the OpenAV Cloud initiative and to encourage collaboration and innovation within the AV industry.

Joining OpenAV Cloud is an opportunity to be part of a transformative movement within the AV industry. This initiative is about collaboration, innovation, and setting new standards, rather than creating binding legal obligations.

Members are encouraged to actively participate in the OpenAV Cloud initiative by contributing to the development of open APIs and collaborating on best practices. While the members' commitments are vital to the success of the initiative, they are not legally binding and should be viewed as aspirational goals to foster industry-wide collaboration.

## Important Considerations

This document is not intended to create any intellectual property rights, joint ventures, partnerships, or any other formal business relationships among participants. It is provided "as-is" without any warranties, and participants should not rely on it for any legal or business decisions. The OpenAV Cloud initiative is committed to compliance with all applicable antitrust laws and regulations, and participants should ensure their activities align with these legal requirements.

### Intellectual Property and No New Inventions

Participants in the OpenAV Cloud initiative acknowledge and agree that each party retains all rights to the intellectual property it brings into the initiative and will retain those rights upon leaving. Due to the collaborative nature of the initiative, no new intellectual property shall be developed, made, created, conceived, or otherwise reduced to practice in connection with or during participation. Contributions should be based on information that is publicly available and accessible to all.

## Term and Termination

The OpenAV Cloud initiative will continue indefinitely until terminated by a majority vote of the participants or members. Upon termination, the initiative will cease, and no further obligations or liabilities will be incurred by any participant or member. This ensures that all parties can participate without concern for future liabilities arising from the termination of the initiative. Without derogating from the foregoing, each member may leave this initiative at any time for any reason or no reason at all.

## Branding

Each participant grants the OpenAV Cloud initiative a non-exclusive, royalty-free right to use its name and logo in connection with its activities, communications, and promotional materials.