



Audio over IP pioneer **Barix brings back company founder Johannes Rietschel as CTO**—just one of several executive-level changes as Barix prepares to introduce new product strategies and innovations to its many markets, including professional AV, broadcast, retail and security.

Rietschel *[shown in photo at top left]* founded Barix in 2001 upon anticipating the need to move audio and control signals over IP networks. The company has since shipped more than 300,000 Barix and private-labeled OEM hardware devices worldwide, and has more recently evolved into SaaS and managed services with **SoundScape, its business music and advertising platform for retail, hospitality and other location-based businesses**.

## Barix Founder Johannes Rietschel Returns

Written by Dylan Card  
20. 11. 2016

---



[Barix](#)