The OpenAV Release System

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Introduction

- What is OpenAV?
- Details of release system?
- Why use this release system?
- Reflection on experience until now
OpenAV Productions

- Software for Artists
- Synths, effects and tools
- Created for live-performance

www.openavproductions.com
Overview of Release System

• What is a release system?
• Balance between money and time
• Steps of OpenAV release system:
  • 1. Write the Software
  • 2. Announce and Contributions
  • 3. Release and Maintain
Using the OpenAV Release System

- **Write the software:**
  - Develop software in private
  - Share code with trusted users
  - No financial support while creating

- **Announce and Contributions**
  - Create demo / promotion material
  - Announce, time passes / financial contributions

- **Release and Maintain**
  - Share code publicly, GPL licensed
  - Maintain / bugfix
Why use this release system

- Financial support
- Motivation to contribute
- Code always becomes open-source
- Tradeoff release date / financial support
Balance of Time and Money

- Factors of balance
  - Time invested
  - Experience in domain
  - Theoretical knowledge of domain
- Improvement of tool for user?
- Waiting time vs Money vs Improvement?
Example Release

- Developer writes code
- Tests, updates and bugfixes
- Announces 1.0, with promo material
Example Release

DONATE TO ACCELERATE

HOW IT WORKS

CONTRIBUTE!
Example Release

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HOW IT WORKS

CONTRIBUTE!
Example Release
Example Release
Example Release

DONATE TO ACCELERATE

HOW IT WORKS

CONTRIBUTE!
Example Release
Example Release

 Released
Example Release

DONATE TO ACCELERATE

HOW IT WORKS

CONTRIBUTE!
OpenAV’s Experience

- It works!
- Quantities of money / time?
- Need good publicity and demo material!
- Takes time to build up userbase / respect
Details of OpenAV’s Experience

• 5 releases made (Sorcer, Fabla, ArtyFX, Luppp, ArtyFX 1.1)

• 120 euros : 12 months, 10 euros a month (4 projects)

• 520 euros : 52 weeks, 10 euros a week (Luppp)
Overview of OpenAV’s projects

- \( \approx 870 \) hours clocked
- \( €1000 \) received
- \( €1.15 \) per hour
Reflection of OpenAV

- Potential for sustainable development
- Communication with user community is key
- Demo material must show how user will benefit
OpenAV Workshop!

openAV
WORKSHOP
16:30
Thanks for your time!