

You think we have a lot to say? You should hear our clients.

When we asked our clients which Element features they liked best — well, you see the results. And this is the *edited* version. (Good thing we bought two pages.)

Go (con)figure ■ The folks at MPR say they really love being able to configure their Elements and keep tabs on their entire Axia network using standard Web browsers. You can set up and administer an entire building full of consoles from the comfort of your own office (where there's plenty of Cheetos and Pepsi). Put an Internet gateway in your Axia network and you can even log into Element remotely, from home or anywhere else there's a Net connection. Great for handling those 6 P.M. Sunday "help me!" phone calls from the new weekend jock.

Screen play ■ Element lets you use any display screen you choose, to suit your space and décor. Get a space-saving 12" LCD, or go for a big 21" monster. (This is Dave Ramsey's favorite Element feature, by the way. Anyone wanna bet he bought his monitors on sale?) Hook up a VGA projector and make a Meter Wall!

Perfect timing ■ You can't have too much time. That's why Element's control display contains **four different chronometers** to help keep talent in sync: a digital time-of-day readout that you can slave to an NTP (Network Time Protocol) server, an elapsed-time event timer, a countdown timer talent can set for any interval they choose... and there's also that big, honkin' analog clock right in the center of the screen (Big Ben chimes not included). We wanted to make it even bigger, but our screen designers charge us by the pixel.

Where's Waldo? ■ Hide-and-seek is a pretty fun game. But not when you're in a hurry, and definitely not when you're on the air. So every Element fader comes with a big, **bold** 10-character LED display right above it to show talent, at a glance, exactly what source is assigned to that fader. If it's music from a digital playout system provided by one of our partners, the display can even show the title or artist of the song that's active. Talent tells us that these displays are at the perfect angle for either sit-down or stand-up studios.

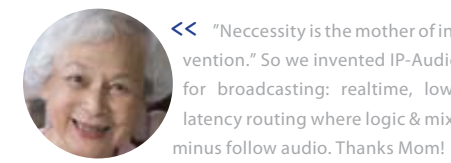
Black velvet ■ What's 100 mm. long, silky smooth, goes up and down all day and **lasts forever?** Our super-quality conductive-plastic faders, of course. (You have a filthy mind, mister. Shame on you.) We sourced the most durable, reliable, premium faders and switches for Element. And we added extra touches, like the custom-molded plastic bezels that protect on/off switches from accidental activation and impact. Because we know how rough jocks can be on equipment — some of us were (jocks, not rough). And because we also know there's nothing more embarrassing than a sudden case of *broadcastus interruptus*.

Audio cards ■ Well, *um*, there actually aren't any. Not in Element, or anywhere else in an Axia network. Why not? Think about this: your production guy spends hours crafting exciting, finely-tuned bits of broadcast magic, only to filter them through a card sitting in a noisy, RF-filled PC. It's like washing a wedding dress in the Hudson River. Not only that, broadcast audio cards are *expensive*. And they only work in *PCI slots*... how many of those are you seeing on new PCs? The **Axia IP-Audio Driver** installs on any Windows® PC to send and receive pure digital audio right through the PC's Ethernet port — no sound card required. You get better, cleaner PC audio that's sharable right to the network. And you save tons of cash on sound cards, and on the audio inputs you would have needed for that PC card audio — more than enough to buy that cool new network tester you've been lusting after.

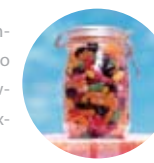
Options ■ Clients say they love Element's uncluttered workspace. We kept it clean by placing an "Options" key over each fader to give instant access to all the advanced goodies. It makes customizing settings easier than selling fudge cake to Dom DeLuise.

Great Phones ■ We wanted the phones on Element to work like an extension of the board-ops themselves. Unfortunately, talent objected to having Ethernet ports implanted in their skulls, so we came up with the next best thing. With Element, jocks never have to take their eyes or hands off the board to use the phones. Element works with any phone system, but it really clicks with the Telos Series 2101, TWOx12, or the new NX-12, which connects four hybrids plus control with a *single Ethernet cable*. Status Symbols™ (those cool little information icons) tell talent at a glance whether a line is in use, busy, pre-screened, locked on-air, etc. You can even dial the phone right from the board using the integrated keypad.

Who are these guys? ■ Why buy a console from Axia? Element was designed by Mike Dosch and his team of ex-PR&E renegades (who know a bit about consoles). And Axia is a division of Telos, the DSP experts.



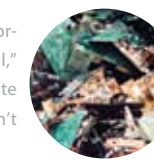
« "Necessity is the mother of invention." So we invented IP-Audio for broadcasting: realtime, low-latency routing where logic & mix-minus follow audio. Thanks Mom!



« Those other guys are really proud that they've built a couple dozen routers. We use Cisco switches to power our networks. Guess how many they've built?



« At Axia, "remote" is our favorite word. As in "remote control," "remote maintenance," "remote diagnostics." So your life doesn't have to go on without you.



« Soundcards? How quaint. Our IP-Audio driver for Windows sucks audio right out of computer NICs, like pimientos from martini olives. Mmmm... olives.

Meter reader ■ LED program meters? How very 1990's. Element's SVGA display has lots of room for timers, meters, annunciators (*there's a five-dollar word*) and more — enough to show meters for all four main buses at once. Reboot the console to 5.1 surround mode and the light show is even cooler. Any more bling and those fast 'n furious types'll want it for their dashboards.

Status Symbols ■ There are those icons again. (We're in love with icons. It's the Telos way.) These Status Symbols alert talent to phone lines ringing, mix-minuses minusing, talkback channels talking, etc. They can even display fader numbers, like you see here. Just one more way Element makes it easy for talent to do a fast, clean show.

How many? ■ How many engineers does it take to change these light bulbs? None... they're LEDs.

Swap meet ■ Element modules are easy to hot-swap. Remove two screws and a cable or two, and they're out. In fact, you can hot-swap the **entire console** — unplug it and the audio keeps going, because mixing is done in an external Studio Engine.

Can I play with your knobs? ■ Twist 'em, push 'em, make 'em click. Element comes standard with some pretty powerful production features, like per-fader EQ, voice processing and aux sends and returns. Context-sensitive SoftKnobs let production gurus easily tweak these settings, while simultaneously satisfying their tactile fixations. (Don't worry: for on-air use, you can turn off access to all that EQ stuff.)

Memory enhancer ■ We know how forgetful jocks can be, so Element remembers their favorite settings for them. Element's Show Profiles are like a "snapshot" that saves sources, voice processing settings, monitor assignments and more for instant recall. Have talent set up the board the way they like it, then capture their preferences with a single click for later use. (Hey, make *them* do some work for a change.)

Stage hook ■

This button activates the emergency ejector seat. OK, not really. It's the Record Mode key; when you press it, Element is instantly ready to record off-air phone bits, interviews with guest callers, or remote talent drop-ins. One button press starts your record device, configures an off-air mix-minus and sends a split feed (host on one side, guest on the other) to the record bus. Like nearly everything about Element, Record Mode is completely configurable — its behavior can even be customized for individual jocks. Sweeteeet.

Coffee? ■

No console is spill-proof, but Element is easy to service and has no motherboard to damage in the event of stupidity.

Mixmaster ■

Does the thought of constructing a complicated mix-minus on-the-fly bring a big grin to your face? If so, you're excused (Masochism 101 is down the hall). But if you hate building mix-minuses manually as much as we do, you'll love the fact that Element does them for you. No more using all your buses for a four-person call-in; no more scrambling to set up clean feeds for last-minute interviews. When you put remote codecs or phone calls on-the-air, Element **automagically** figures out who should hear what and gives it to 'em — as many custom mix-minuses as you have faders.

Fried Chicken ■

Conductive aluminum bullnose is connected to a 40-kilovolt storage capacitor* that can be activated with a GPIO closure. Set up a hotline remote trigger for the PD to give the jocks a little "positive feedback!"

It's already in there ■ Element comes standard with a lot of cool goodies you'd pay extra for with other consoles. Like custom voice processing by Omnia™ that lets you quickly build and capture compression, noise gating and de-essing combinations for **each and every jock** that load automatically when they recall their personal Show Profiles. (There's even a secret "Big Balls" setting that makes wimpy interns sound like John Leader. A fifth of Chivas to the first guy who finds it.)

Talk to me ■ Need some one-on-one time with your talent? Talk to studio guests, remote talent, phone callers — talk back to *anyone* just by pushing a button.



www.AxiaAudio.com