

“We were building brand-new studios. Why use the same old tech?”

“Our company bought a station in San Diego, and we had to move the studios. Since the station would be a part of our Southern California network, we needed equipment that could quickly re-route multiple audio signals – from satellite, T-1, ISDN and remote vehicles – to different destinations.



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“With Axia, setting up new routing configurations is easy; you just save new routes in software and recall them when you need them. SmartSurface makes controlling our many different audio sources and destinations very straightforward and uncomplicated; our air staff loves it!



“I knew how expensive routing equipment was. I also knew we’d regret buying a system with fewer capabilities just to save money.



“More than anything, we wanted to avoid limiting our operations with the use of conventional

routers. Most of those systems force you to plan, during installation, for every signal routing configuration you might ever possibly need. If your needs change, you either have

to re-wire or settle for operational compromises. Not very user-friendly! Making sure that the system was easy for non-technical air talent to understand and operate was critical, too.



“And expanding the network couldn’t be simpler. Just plug in more audio nodes and boom! you’ve got more inputs.



“I’ve worked with lots of equipment in the past 30 years, and Axia is by far the easiest system to install and get up to speed with. There are just a few cables instead of hundreds; the entire installation – with testing – took just *one week*.

“Here’s the kicker: Axia cost about half what we would have paid for a conventional router. We’re very pleased, and plan to expand the network to our second control room. My advice? Get Axia. You won’t be disappointed.”



“Axia addressed all these concerns.

— Rudy Agus, Chief Engineer, Hi-Favor Broadcasting
Los Angeles, California



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