

“IP-Audio in New York City? Not on my station.”

“Buckley Radio decided to move WOR to a new location, leaving behind studios we’d called home for over 50 years.



“My staff and I had spent months carefully planning new facilities, and we were more than halfway through preparations — then, the rug got pulled from under us.

“Quotes to build new studios were astronomical! I had to cut our



equipment budget *in half*. And the huge amount of syndicated, network and local programming WOR produces *demand*ed digital audio routing and consoles.

“I’d heard that the Axia IP-Audio system could give us the high-end features we needed. And they



said our budget wasn’t a problem; Axia costs less because they use standard Ethernet for audio routing instead of expensive proprietary mainframes.

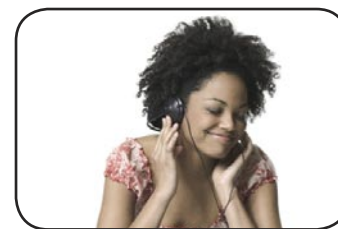
“Using Ethernet for Audio was certainly new and different, and I

had some concerns. But moving from cart to PC was a big change, too — and for the better. In our industry, change is natural.



“The more I learned about Axia, the more impressed I became with their routing switcher and consoles, and how well their network topology was designed. I began thinking that this Ethernet stuff might just work!

“So I decided to break new ground and order the Axia consoles and routing setup, nine studios worth. It’s been on the air half



a year now, and we love it. Our operators keep raving about how easy things are to operate. Even our listeners tell us how good WOR sounds.

“And from the day the Axia surfaces, engines and IP-Audio nodes were hooked up, we’ve had zero downtime. Zilch. Zip. Nada. Axia works — end of story.”



— Thomas R. Ray III, CPBE, Vice President /
Corporate Director of Engineering, Buckley Radio



www.AxiaAudio.com