

“Everything is bigger in Texas. Except equipment budgets.”

“I’d gotten the green light to build new studios for our South Texas radio cluster. We wanted the ability to put any of our stations



on air from any studio, so we started investigating networked audio.

“Also, management said we might add more stations to the cluster, so I needed a system that could be easily and affordably expanded later on.



“We looked at several systems. Some did what we wanted, but were very complex and required us to buy their expensive routing mainframe, whether we were building lots of studios or only a couple. That was completely outside our price range.



“Then we looked at Axia. They showed us how an IP-Audio system would let us share audio sources, switch air studios quickly, even customize console settings for individual jocks. And Axia cost *about half* what some companies wanted us to spend.

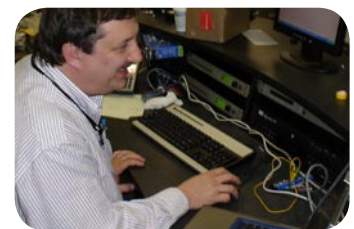
“Of course we were a little skeptical — how often is the least expensive solution actually the best?

“Then we learned that Axia’s Ethernet backbone scales, like a computer network. All we’d have to do to grow is connect



more nodes and surfaces, maybe add another Ethernet switch. We didn’t have to commit to buying equipment for all of our studios at once .

“So we built one studio using Axia, and *it worked great*. Went together fast and smooth. A few wrinkles during installation were ironed out by Axia support right away. Those guys were amazing. It was like their entire team was there to make sure I was happy.



“We liked Axia so much we installed a second studio. Then a third. Then a whole second cluster.



My colleagues are so impressed with how well Axia works, they want it in their stations, too!”

— Jorge Garza, Univision Radio, McAllen, Texas



www.AxiaAudio.com