

FINALLY – TRUTH IN ADVERTISING

(Innuendos aren't innovations.)

When it comes to IP-Audio systems, Axia has a distinct advantage over others: we invented the technology. Lately, there's been a flurry of advertising that attempts to stir doubt, to make you think that other stuff is better than Axia. Axia users – over a thousand of them – know better; now so will you.

1. Easier than Axia? Let's examine the claim.

Axia has manuals on the Web, built-in diagnostics, remote management tools, a suite of software applications and support available 24/7 to answer your questions.

The other guys imply that Axia is harder to configure, but Axia clients will tell you differently. Chuck Knapp/KMST-FM recently wrote: "Wow, this Axia system installation is a gazillion times faster than any analog installation I've ever done... this is soooooo cool!" Be sure to ask the other guys' customers how easy their stuff is.

2. Innovation, or imitation? For six years, we've showed the industry that IP-Audio is the future of broadcast routing and mixing, and that IP-Audio greatly reduces installation time and expense. We wrote the book, literally (Steve Church & Skip Pizzi, Audio Over IP, Focal Press).

The other guys now praise IP-Audio as being perfect for any size facility, but remember it wasn't that long ago they were saying "IP will never be reliable." Then "OK, we do IP too!" And now it's "IP-Audio is great for everything." And who can blame them? Axia is growing like crazy, with over **1,500 happy clients** (and counting).

3. Redundancy is important? Tell us about it! Axia systems have built-in silence protection, automated configuration backup, and self-healing networks – an Axia network can take steps to fix itself, then send an e-mail to your Blackberry or iPhone telling you that everything's now OK. We're a part of Telos, so we know what broadcasters require in reliability and redundancy. In fact, Axia console designers were on the team that designed the über-reliable PR&E boards (which other guys also tried to copy).

4. Modular is good. Choices are better! Axia has both modular and integrated systems. You can even mix-and-match for a custom system. Those other guys say "modular is better" because that's all they have. They'd like you to believe that Axia only has one kind of system, too.

5. Experience matters. We agree completely. Did you know that 99% of all IP-Audio consoles in the world are Axia? Our manufacturing facilities are ISO-9002 certified. We don't just say we're better and expect you to believe it – we adhere to an international standard that proves it.

6. What's the real advantage? Axia pioneered features in IP-Audio mixing and routing such as confidence meters, silence sense, cross-point routing, the ability to monitor any source, and other essential capabilities.

Axia has an even bigger advantage in third-party support. There are over two-dozen partners making hardware and software that integrates into Axia networks with minimal setup – playout systems, profanity delays, pro audio cards, hybrids, phone gear, satellite receivers and more.

7. Made in the USA? Axia equipment is made in the U.S.A. The other guys want you to think they're the only ones building their stuff in North America. But there's something Axia has that the other guys don't: A team of 24/7 support technicians, standing by with help whenever you want it. With Axia, you've got the resources of Telos just a phone call away at any time of the day or night.

Be careful. Companies can and do say anything in their ads. But to find the truth, you have to do your homework – and consider the source. If you want the truth about Axia, the best way to get it is straight from the clients who use our gear. Give us a call if you'd like to talk to some of them.



axiaaudio.com