



AXIA AUDIO

Axia: The Fastest-Growing Console Brand in Broadcasting



Axia IP-Audio networks and consoles are on the air in over 1,000 studios worldwide, making Axia the fastest-growing console brand in broadcasting.

Why have broadcasters of all sizes, from around the world, chosen Axia Audio to power their new studios? Perhaps it's the confidence gained from knowing that Axia is the inventor of IP-Audio — the technology that allows broadcast-quality uncompressed audio to be distributed over standard Ethernet.

Maybe it's Axia's ease of setup, and the verified savings that result from faster installation and less wiring. Axia networks can transport up to 25 channels of uncompressed, real-time stereo audio (plus machine logic and PAD) on a single 100Base-T Ethernet link; up to 250 channels per Gigabit link — more than 10,000 channels per system. Studio projects built with Axia can save days, even weeks of labor, compared to traditional building methods.

Or it could be because Axia routing networks are completely scalable, easily enabling clients to “build as you go” and spread out costs by expanding their networks as needed, one studio at a time — with no expensive mainframes or card cages to outgrow.

Perhaps it's the fact that Axia Element on-air and production consoles have become the fastest-growing console brand in the industry, thanks to their rugged construction, wealth of intelligent features, and rock-solid, 24/7 support.

One reason broadcasters prefer Element is its ability to quickly adapt to the needs of different situations. Element's Show Profiles let users save and instantly recall console “snapshots” tailored

to specific broadcast needs. Got a five-voice morning show? An all-music, voice-tracked midday? A phone-intensive talk show? One key-press reconfigures Element to handle the job in just seconds.

Engineers appreciate Element, not only because it's modular and easy to service, but also because of its bullet-proof design. Element components are the “best of the best”: avionics-sourced On/Off switches rated for millions of operations, silky-smooth conductive-plastic faders that side-actuate to foil dirt and grit, medical-grade optical rotary encoders and custom-molded non-slip fader knobs, to name just a few. Not to mention a rigid, RF-proof frame made from 1/4-inch-thick extruded aluminum.

Air talent loves Element too, thanks to thoughtful features that eliminate tedious on-air tasks. For instance, Element's Linux-based mixing engine generates a discrete mix-minus for every fader on the console — *simultaneously* — freeing board-ops from the task of constructing manual mix-minuses. Element's Show Profiles can quickly reconfigure the console to talent's preferred settings, recalling fader source assignments and monitor selections, even loading custom Mic Processing presets for each voice channel using the on-board Omnia™ compressor/expander/de-esser. Element's built-in Talkback system lets operators, hosts and guests communicate easily off-the-air — even talk to remote talent via built-in IFB. And recording off-air bits for later playback is fast and easy, thanks to Element's one-touch Record Mode.

Axia IP-Audio networks use the Livewire™ standard for audio and logic connection — a standard that's been adopted by broadcast equipment manufacturers such as AudioScience, Radio Systems, Telos, IDC, RCS, Google, Omnia, 25-Seven Systems, ENCO, BSI and many others.

Whatever the reason, with over 1,000 studios installed in just 5 years there's no doubt that broadcasters have made Axia the fastest-growing console brand in broadcasting. To find out more about Axia IP-Audio Networks and how they can work for you, visit www.AxiaAudio.com.



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