

# “Showcase studios take time, right? Not this time.”

“‘Challenging’ didn’t begin to cover it. Our showcase studios were to be located in the high-visibility West Edmonton Mall. With only six



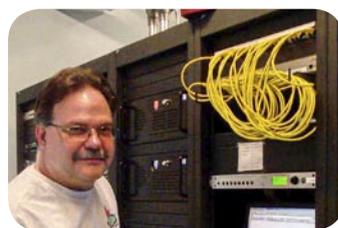
weeks ‘til our on-air date, our challenge was finding a manufacturer we could trust to deliver on our timeline.

“We’d almost decided on one of the traditional console/router companies; working 25/7, we could *barely* make our deadline.



Then we found out about Axia IP-Audio networks.

“Axia gear goes together with RJ-45 connectors, so adding sources to the network takes almost no time. A few clicks and you’re done! That produces a substantial cost reduction in terms of wiring from room to room.



“And because the Axia system routes audio using ordinary Ethernet instead of expensive mainframes, the ease of adding to the network allows it to grow and change dynamically with our operations.

“When we decided to go with Axia, the router guys had a fit. They actually tried to tell us that the IP-Audio network would catch viruses! We laughed for days about that one.



“Our studios were finished with time to spare. The installation came together really well, and since going on the air we’ve been trouble-free.

“We’ve had several announcers tell us how much they love working with the Axia surfaces and how easy they are to operate. It’s great to be able to setup and save multiple configurations that can be recalled at a moment’s notice.



“Our experience with Axia has been all positive; we’ve had no audio glitches or dropouts whatsoever. I don’t know why we hadn’t gone this route earlier. Where we’re installing new equipment, we’re onboard with Axia.”



— Owen Martin, Director of Engineering,  
Newcap Radio, Alberta, Canada



[www.AxiaAudio.com](http://www.AxiaAudio.com)