

# Nobody knows what the future holds. (But there's a reason our logo is a crystal ball.)



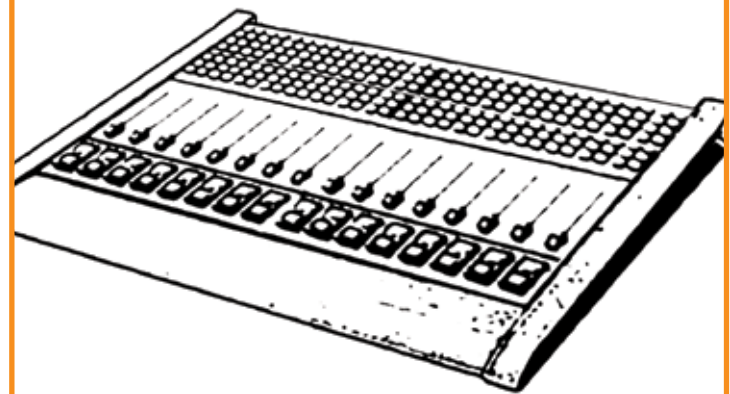
**Comdial Executech® PBX phone**, ca. 1996. Comdial was one of the leading PBX companies in both sales and technology, with a million-square-foot assembly facility and over \$7,000,000 in reported earnings. Comdial continued with traditional PBX tech and declining sales until filing for Chapter 11 bankruptcy protection in 2005, when all assets were acquired by **Vertical Communications**, a VoIP company.<sup>1</sup>



**Cisco® 7970 IP Phone**, ca. 2006. Founded in 1984 as a manufacturer of multi-protocol routers, Cisco began, in 1998, to promote VoIP technology to Fortune 500 companies as a more cost-efficient, feature-rich alternative to PBX phone systems. In just 10 years, VoIP effectively killed the traditional PBX; VoIP revenue is projected to reach \$48 billion by the end of 2010.<sup>2</sup> Cisco annual revenue reached \$35 billion in 2007.<sup>3</sup>



**Axia Element broadcast console**, ca. 2008. Founded in 2003, Axia is a division of Telos Systems, worldwide leaders in broadcast audio equipment. Axia was launched with the mission of bringing proven technology from the computer world – switched Ethernet, audio routing via IP, distributed network architecture – to radio. Using open standards and bulletproof Cisco routing technology, nearly 1000 Axia consoles have been built in just 5 years, making Axia the fastest-growing console brand in radio.



**Generic TDM console**, ca. 200x. Some radio consoles and routing systems are still based on Time-Division Multiplexing, developed in 1962. TDM was once the basis of most (if not all) digital PBX telephone systems. Consoles and routers based on TDM employ centralized “card cages” that require all inputs and outputs to be wired to a single location. Like traditional PBXs, TDMs typically rely on closed, proprietary code, and cannot be easily or economically changed or expanded when new operating criteria arise.

**Santayana famously noted** “Those who cannot learn from history are doomed to repeat it.” Some people change when they feel the heat; others when they see the light. With that in mind, a quick comparison of telecom and broadcast technology reveals some common trends that broadcasters are finding hard to ignore.

**Nearly 1000 Axia studios** are installed around the world — more are added every week. And while our clients probably don't think too much about the technology inside our consoles, they know they won't have to worry about it in the future.



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