

# Backbone HUB™

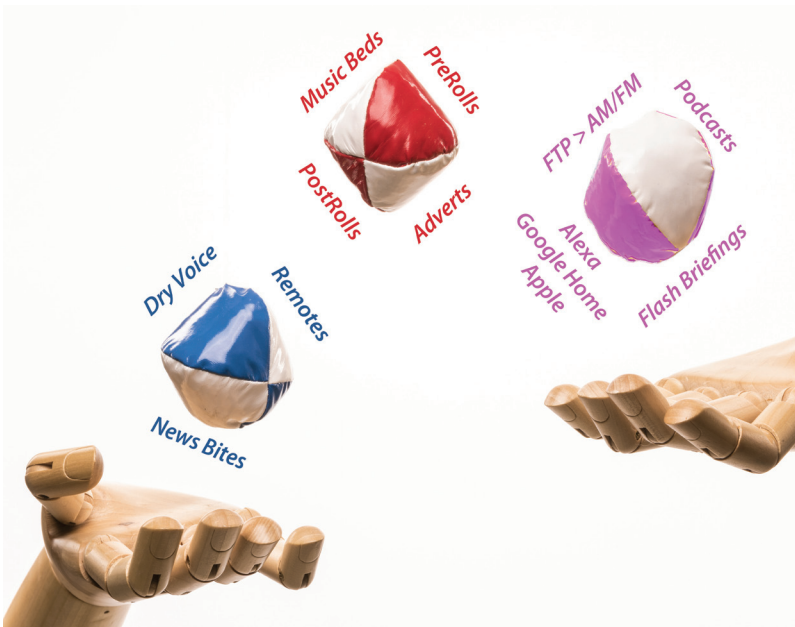
## Content Production & Management



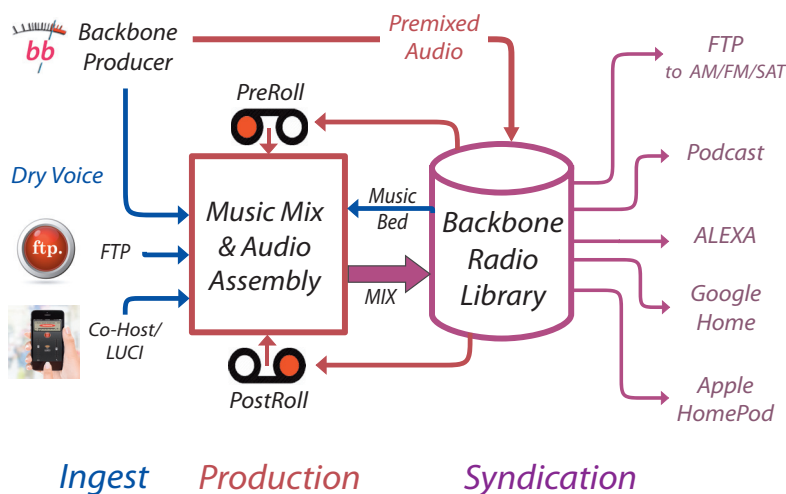
### Automated HQ Audio File Syndication via the Cloud

- Create compelling audio and distribute it automatically
- Schedule “Flash Briefings” on Alexa® & Google Home® (soon)
  - Publish & stream your Podcasts to various platforms
  - Syndicate audio segments to AM/FM stations via FTP
- Automatically turn voiceovers into dynamic audio clips
- Combine voice, music beds, pre/postrolls & ads
  - Use Co-Host/LUCI to remotely file reports, shows & updates

Expand your radio/podcast presence across an expanding universe of audio platforms with our new Backbone Hub production and syndication system. Working in conjunction with Backbone Radio™, the Hub takes your dry voice segments, adds the music bed, appends your preroll, commercials and postroll, for example, and launches it to your affiliate stations, to your podcast host, and to new smart speaker platforms, like Amazon’s Echo family (“Flash Briefing” skill).



### Quit juggling your audio. Use Backbone Hub™



### Features

- Launch **Flash Briefings** for Alexa-enabled devices  
Listeners hear your always-fresh, latest installment  
Soon: Also for Google Home® and Apple HomePod®
- Publish new podcast episodes automatically via RSS
- Provide AM/FM stations with your latest programs  
Uses FTP to sync with terrestrial stations’ automation
- Requires no extra hardware or software  
It all happens in the cloud
- No human intervention required, no salaries to pay
- You simply supply your basic audio — dry or edited  
Backbone Hub does the rest
- “Call in” updates using Backbone Co-Host & LUCI® Global Studio Quality content from anywhere via iOS/Android
- Add or update programs as often as you like  
Frequent updating keeps your station fresh and vital
- You control your own content (e.g., voice, music, rolls)  
Manage it all via Backbone (Radio) Producer™
- Automation via Backbone Radio’s audio library

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