

Automated Audio Production/Management
 — From Your Voice to On-Air in One Step

Backbone Hub™

Your Station—On-Demand, Everywhere

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, 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). Also available as stand-alone, w/o **Radio**.

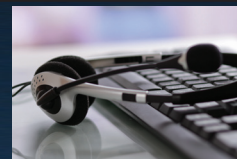
Let HUB do that repetitive production/distribution work for you

- 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/SAT stations via **FTP**
- Automatically turn voiceovers into dynamic audio segments
- Combine voice, music beds, pre/postrolls & ads, hands-free
- Use **Co-Host/LUCI** to remotely file reports, shows & updates

Mobile, Agile, Powerful



Your studio is wherever you are — without the limitations of physical infrastructure. With an Internet connection you are live on the air. Everything is done for you in the cloud. All you need is "a Mac®, a mixer and a mic"



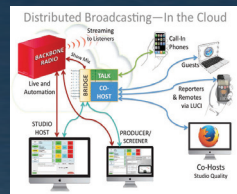
Produce in the cloud, creating a 24/7 station online, then deliver your best shows to AM/FM and satellite stations worldwide. All done in the cloud — compatible with existing station gear.



Cover remote events, and take calls during halftime. Tie in studio quality interviews from the field or locker room. Conference-in hosts and feeds from other games. Let your producer do his magic from back home.



The easiest tools give you the most powerful programming. A single interface controls call-in lines and studio quality co-hosts, guests and correspondents. Bundled with **LUCI Global**® for instant remotes using iPads or iPhones.



With all functions integrated in the cloud, broadcasting is easy, fun & powerful

- Backbone Radio is your 24/7 online station—live and automated
- Backbone Talk is your "anywhere" phone system
- Backbone Co-Host for remotes in studio quality
- Backbone Hub for producing, distributing, and syndicating from the cloud—automatically

Use them individually or as a total Production Suite

backbone

Your Station Anywhere

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backbone

Your Station Anywhere

**New Life for
Sports/News/Talk
Radio**

**Backbone
Production Suite™**

Now with Backbone HUB™



Turnkey Online Professional Radio Station
— Live & Automated—Designed for Producers



Integrated Studio/Remote "PBX in the Cloud"
— Multi-Line Broadcast Phone System



Bring In Remote Hosts/Guests, Too
— Studio-Quality on iOS or Android, by LUCI®

Backbone Radio™

All You Need is a Mac™, a Mixer & a Mic

This is Real Radio, Like No Other. Radio veterans say they feel at home on the air with Backbone Radio, because it is clearly based on real radio operation. And it does so much more. With Backbone Radio, your transmitter is "in the cloud"—as is your automation system. This is what gives you incredible mobility and unparalleled on-air reliability.

Produce professional radio using first rate broadcast tools

- Turnkey 24/7 station platform—for Sports/News/Talk and Music
- Includes everything, from production software to streaming
- Easy-to-use Mac apps: **Producer** and **Talent**, intuitive and friendly
- Live-assist StopSet module in Producer for breaks and on-air clips
- Powerful automation, includes automatic playlist generation
- Record programs direct to Library, then publish as podcasts
- Auto "news holes" fetch/play the newest feed (traffic, weather)
- Your Brand, Your Content—You maintain complete control

Backbone Talk™

Professional Talk Radio Call-in System

The broadcast industry's most versatile, powerful telephone system developed specifically for professional **Talk/News/Sports** stations. This cloud-based phone suite gives you the freedom to broadcast live from virtually anywhere and stay connected with your listeners in the middle of the action.

Engage your Talk/News/Sports listeners professionally

- Truly mobile, take your phone system anywhere
- No phone lines, equipment, or capital expense
- Your own phone number in any city, or toll-free
- Screener and Talent can be in remote locations (Mac based)
- **Crank Line™** digital off-air call recording
- Take/Make calls, Conference, Dump, Block—up to 10 lines
- Accepts and forwards texts to your email or phone

Backbone Co-Host™

Your Station—from Everywhere

Your Station Anywhere. This means you can produce your radio shows from **everywhere**, simultaneously. Conference studio quality live feeds from your co-hosts around the world, guests and field reporters, who require nothing more than an iPhone, iPad or Android, using the included **Luci® Global** app. Co-Host uses the same interface as **Backbone Talk™**, so your producer can conference your callers and worldwide talent on one screen.

Produce your radio shows with distributed hosts & guests

- No phone lines, extra equipment, or capital expense
- Connect via Phones, Tablets, PC or Mac®—Studio Quality
- Integrated with **Luci® Global**—includes your mobile apps
- Unlimited remote users—equip all your reporters
- Conference hosts, guests and reporters together, at will
- Unlimited usage—24/7—One flat rate