



New from Axia: the Livewire Limitless License

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In 2003, Axia Audio (the networked audio division of Telos) introduced Livewire™, a real-time AoIP networking system using Ethernet for uncompressed digital pro audio. Eight years later, Livewire is the broadcast industry's *de facto* standard for networking studio equipment. More than 2,000 radio studios are equipped with Axia AoIP networks, with over 25,000 Livewire-equipped devices in service.

Of course, the value of a network increases with the number and variety of devices connected. So Axia has always aggressively partnered with leading broadcast equipment companies; as a result, broadcasters benefit from a network of more than 30 partners whose hardware and software products connect using Livewire:

25-Seven Systems	Linear Acoustic
8BC, Ltd.	Nautel Limited
Adeuxl Activity	Omnia Audio
AudioScience, Inc.	OMT Technologies / iMediaTouch
Broadcast Electronics	Netia, a GlobeCast Company
Broadcast Software International	Paravel Systems / Rivendell Radio Automation
Burli Software	Pristine Systems
DABiS800 / Sohard AG	RCS Sound Software
Dalet Digital Media Systems	Radio Systems
D.A.V.I.D. Systems	Sound4
Digigram SA	Synadyn Media Software
Digimedia / Micromedia AG	Telos Systems
Digispot	WideOrbit Inc.
ENCO Systems, Inc.	WinMedia Group
Fraunhofer IIS	Xi Audio
International Datacasting	Zenon Media GmbH

Now, Axia is making it easier than ever for partners to integrate Livewire connectivity into their products. Introducing L³, the Livewire Limitless License. Under Axia's L³ Initiative, a single \$500 license fee entitles any audio equipment company to build Livewire into an unlimited number of devices.

"Broadcasters have been quick to embrace the power of networked studio equipment. That's why Livewire has become so successful," says Michael "Catfish" Dosch, President of Axia Audio. "And this power will continue to increase, until every audio device, everywhere, is networked with every other device. Obviously, with the thousands of Livewire devices already in daily use, Livewire is well-proven technology and will continue to grow. And companies who become Livewire partners have instant access to a huge installed base. So we're removing the per-unit licensing barrier, to make Livewire affordable for everyone."

"Due to the success of Livewire, a few other protocols have appeared," notes Dosch, "but the developers of these protocols either want to charge hefty per-unit license fees, or they have virtually no track record, or they connect exclusively to their own products."

"Under the Livewire Limitless License, we are publishing our designs, opening our source code and even sharing specification documents and development information with our partners," Dosch continues. "Right now, we're developing an online forum to share information and encourage the growth of ideas. We hope that this will even spur kitchen-table technologists to come up with their own new ideas and networked products!"

(More)



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“Radio broadcasters can be proud of having pioneered the path of networked pro audio,” says Dosch. “Now the benefits of Livewire can be enjoyed by other audio industries as well.”

The Livewire Limitless License (L³) features, among other things:

- A low price of entry, with a one-time \$500 fee that grants an unlimited lifetime license to build as many Livewire products as desired.
- Ongoing access to Livewire reference designs, source code and knowledgebase.
- Membership in an online community of Livewire development partners.
- The ability to purchase or replicate the new Axia Livewire SIMM module. Licensees can choose to purchase this module for use in their own products, or use it as a reference design during development.
- A complimentary copy of Steve Church & Skip Pizzi’s definitive technical treatise, *Audio Over IP: Building Pro AoIP Systems with Livewire*, published by Focal Press.

The L3 Initiative program opens to interested manufacturers on Monday, May 9, 2011. Interested manufacturers should visit www.openAoIP.com to sign up for information updates as they are published.

For more information, contact Clark Novak at Axia Audio, via email at cnovak@AxiaAudio.com or by phone at +1-216-241-7225.



Livewire SIMM — from Axia Audio

(Download a print-quality version of this photo from the Axia photo gallery at www.AxiaAudio.com/pix/)

Axia, a Telos company, builds Ethernet-based professional IP-Audio products for broadcast, sound-reinforcement and commercial audio applications. Along with the popular Element 2.0 modular console for on-air, commercial production, audio workstations and personal studios, Axia products include the PowerStation integrated console engine, intercom systems, digital audio routers, DSP mixers and processors, and software for configuring, managing and interfacing networked audio systems.