

WO AUTOMATION *for Radio*

STATE-OF-THE-ART RADIO AUTOMATION



Formerly Google Radio Automation

WO Automation for Radio is the industry's most modern radio automation system, ensuring that stations are on the air and sounding great every minute of every day. With *WO Automation for Radio*, stations can easily and reliably ingest, manage and broadcast audio content. And it works seamlessly with *WO Traffic*, providing the most complete, state-of-the-art solution for Radio broadcasters across sales, traffic, billing and automation.

Drive Your Business with Radio Automation for Today and the Future

- **Drive efficiency** with the latest radio automation capabilities, including instant availability, podcasting, and HD radio support
- **Position for tomorrow** with an automation system architected for the needs of today and the future
- **Streamline processes** with an automation system that is customizable to meet the specific need of your station(s)
- **Optimize operations** with seamless integration between automation and your traffic system

WO Automation for Radio is

- **Expandable** – Experience power and efficiencies never before possible with the most expandable automation system in the industry. Third-party widgets and an API allow you to easily integrate products that you use every day into your automation system.
- **Intuitive and Easy to Use** – Built from the ground up to be easy to learn, easy to use and flexible.
- **Complete Solution for Radio** – With seamless integrations between *WO Automation for Radio* and *WO Traffic*, WideOrbit offers the most complete, state-of-the-art business solution for Radio broadcasters—including sales, traffic, billing and automation.
- **Scalable** – A scalable solution that fits everyone from the smallest local broadcaster to the largest network.

WO AUTOMATION FOR RADIO DELIVERS: *Radio automation for today and the future*

On-Air Operation

- Streamline automation processes with an imitated on-air screen that is designed to put all the tools you need at your fingertips
- Simplify workflow with the ability to quickly and easily tailor powerful automation functionality to your unique needs
- Drive freedom and flexibility with simple, easy, local and remote voice tracking

Widgets

- Easily customize your workspace to include all of the tools you need to do your job
- Minimize lost revenue by preventing EAS broadcasts from interrupting commercials with Sage Endec widget
- Better manage music by suggesting replacement songs that follow your programming rules with the MusicMaster widget
- Directly integrate your telephone system to your automation system with the Phone Box Widget
- Extend Axia's VMix functionality to your automation system with the Axia widget

Use From Anywhere

- Manage your automation system from anywhere with our unique web-based configuration capabilities
- Flexibly manage your playlists with the ability to create and edit from anywhere
- Easily track operations with Web-based reports that show system status from anywhere
- Protect against unauthorized system access with full security
- Drive freedom and flexibility with the ability to record voice tracks from anywhere with the Remote Voice Track



- **Expandable with Widgets & API**
- **Complete solution for radio**
- **Intuitive and easy to use**
- **Scalable solution that fits everyone**

For more information please contact:

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