

Backbone Radio™

Turnkey Online Professional Radio Station
Your Station Anywhere

- Produce professional radio using first rate broadcast tools
- Turnkey 24/7 station—for Sports/News/Talk and Music
- Live radio—with drag 'n drop Automation & Scheduling
- Easy, powerful remotes—broadcast from anywhere
- Your Brand, Your Content—You maintain complete control
- Includes everything, from production software to streaming
- Be heard on major Internet tuners and on 100's of devices

All You Need is a Mac®, a Mixer and a Mic



A laptop and portable mixer give you backpack-mobility to take your shows where the action is. With Backbone Radio, your studio is wherever you happen to be.

Features

- Powerful automation, includes automatic playlist generation
- Seamless transitions between live and automated modes
- Included Mac apps: *Producer* and *Talent*, intuitive and friendly
- Live-assist StopSet module in Producer for breaks and on-air clips
- Record programs direct to Library, Publish as podcasts
- Automation “news holes” fetch/play the newest feed (traffic, weather)
- Streaming from the cloud also provided — CDN is included
- CD quality sound, streamed at 128kbps
- Unlimited simultaneous listeners, everyone can hear your programs
- Compatible with iOS, Android and browsers, plus over 200 devices
- Includes 250 hours of program archive storage, standard
- Real-time logging for listener reports, AQH, and other vital statistics
- Generates worldwide listener maps for visualizing audience trends
- Drag 'n drop cloud-based libraries—network sharing among affiliates

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This is Real Radio, Like No Other

Radio veterans can testify that they feel at home when they are on the air with Backbone Radio, because it is simply based on real radio operation. But 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.

Backbone Radio operates from your late model Mac, with two apps: **Producer** is used to load, program and schedule recorded content into automation. **Talent** is used for live broadcasting. Put these apps on multiple computers, so all your hosts and producers around the world can use them. There is no extra cost for more users.

Easy, Powerful Remotes

Cover an away game, a concert or a breaking news event... live and fast. Just use local wi-fi or your own 4G hotspot, and you're on the air. Live-Assist features let you break away to commercial stop sets with the click of a trackpad.

No need for a board operator back home in “the studio”. When you're on the move, you ARE the studio, in control and always connected.



Live and Automated

All you need is a Mac, a mixer and a mic...we handle the rest. With hosting in the cloud, you simply connect to the Internet—from anywhere—and you're live on the air. It's as easy as a Mac can be. You broadcast live when you want, from where you want, then instantly switch to automated operation with easy-to-make playlists and auto-generated, always-fresh schedules.

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BR0416A © 2016 Backbone Networks Corporation
290 Turnpike Rd #5-321, Westborough, MA 01581 USA
backbone.com info@backbone.com
Tel: +1.844.422.2526 @backbonenetwork