Why Aircaster?

The thinking behind a new approach to broadcast mixing

Background

Aircaster was born from over 40 years of experience equipping radio stations of every size — from primary schools to state broadcasters, from single studios to complex multi-studio networks. Throughout those years, working with private commercial stations, community broadcasters, educational organisations and religious bodies both in the UK and internationally, a number of recurring themes emerged.

What customers actually need

Having dealt with a wide range of different customers over many years, several things became clear:

- For most customers, after-sales support is the number one consideration
- Product reliability and ease of maintenance is a close second
- Ease of integration with other equipment is also critically important
- Even though digital mixers offer personalised console settings, fewer than 10% of operators actually use this feature — the vast majority retain the original installation settings
- Software updates can cause major upsets, particularly when not expected or requested
- There is a tendency for engineers to over-specify equipment, putting technology ahead of operational considerations
- Not all stations have sufficient in-house technical knowledge to support high-tech solutions, relying instead on costly external support

> *Aircaster was created to address every one of these concerns — and to be very affordable.*

Design Philosophy

Though it has sophisticated digital connectivity, Aircaster is essentially an analog product — the core audio functions take place using analog electronics.

This makes sense because:

- The vast majority of content originates from microphones — analog devices
- The most popular broadcast medium, FM, is an analog process
- We listen via loudspeakers — analog devices
- We hear through our ears — analog receptors

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The benefits of an analog core

- No software updates
- Instant recovery from mains outages
- Familiar control layouts and functionality
- No need to constantly refer to a user manual
- Modular construction for easy maintenance
- Low-cost components readily available from multiple manufacturers
- Simple installation — no complex configuration required
- Works out of the box

Target Customers

Aircaster-equipped studios are most likely to appeal to broadcasters who:

- Have limited in-house technical support
- Are in remote locations
- Do not want to be reliant on the internet
- Have limited budgets
- Want a studio that can be used for broadcast AND production
- Have no previous broadcast experience

> *Aircaster: affordable, reliable broadcast mixing — designed for the real world, not the spec sheet.*

These products are designed and assembled in the UK by Synergy Digital Ltd, marketed under the Klotz Media Solutions brand.

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