



## Why Buy Skylla?

Good question. There are a number of competing systems out there. Here are some compelling reasons to consider Skylla for your organization.

### It's Intuitive

Skylla's designers have worked diligently to create an uncluttered, easy-to-use tool to help you be creative. You can tell at a glance what's happening, what's coming up, and what has already happened. The station inventory is one button away. Modifying the log is drag-and-drop easy. Skylla's powerful search tools allow you to quickly find events for immediate playback; that Saturday night request show has never been easier.

### It's a Hard Worker

Skylla frees station personnel from routine tasks. Skylla SmartWeb automatically retrieves audio from FTP sites and adds it to the station's audio inventory. Skylla's Unattended Recorder captures audio from any connected audio source; it's as easy as programming your DVR.

### It's a Good Sport

Skylla's Special Event interface, designed with the input of professional sports organizations, makes it easy to air sporting events and remotes, from youth league baseball to the World Series. Because sporting events are scheduled separately from regular programming, rainouts and cancellations require little handling—returning to "your regularly-scheduled programming" is a snap.

### It's a Copy Cat

The Skylla server contains a redundant RAID array to keep your data safe. Every Skylla on-air unit contains a *complete backup* of the Skylla server. In the unlikely event of a catastrophic server failure, any on-air unit can be promoted to the role of server. Our Super-Paranoid Backup option makes maintaining off-site backups as easy as plugging in a drive on Friday, and taking it offsite on Monday.

### It's Got Your Back

The Skylla on-air units and server are built on the Linux operating system. Linux is everywhere... it runs the Internet, smartphones, TVs, set top boxes, broadcast audio processors... even your car. Linux is *open-source software*—you can actually download and view the computer code that makes Linux... Linux. Because of its ubiquity and usage in so many devices, large and small, thousands (and thousands) of developers have poked and prodded every nook and cranny of Linux, making it one of the most robust computer platforms in any industry. In Skylla's case, we determine what parts go into Skylla, and what parts we don't need, making the system more efficient... and *relentlessly reliable*.

### It Comes from a Good Family

Skylla is from *Smarts Broadcast Systems*, one of the pioneers of computerized radio solutions. We're a family-owned business with roots in local radio. Smarts has a unique appreciation for what you do—we've been there. It's our mission to provide you with the tools you need to better serve your listeners and your community.

