

WireReady

The benchmark in product value and customer service

I've been a customer of WireReady for more than 10 years. My first experience with their wire browser was so good that I bought their products again for another client. That experience has been so positive that over the intervening years I've placed more than half-a-dozen systems around the country.

WireReady products now power the mission-critical functions of my top three clients:

1. WUMB-FM, Folk Radio, NPR/PRI affiliate, Boston, MA

A service of the University of Massachusetts Boston

- WUMB-FM, Boston -- Now in HDRadio!!
- WFPB-FM, Falmouth
- WFPB-AM, Orleans
- WBPR, Worcester
- WNEF, Newburyport

WUMB has used WireReady for more than 8 years, not only for newswire service, but also to capture the NPR Satellite Operating System DACS service. After two years of remarkably trouble-free operation, WUMB selected CartReady for delivery of all short-form digital audio to the entire network, and ControlReady to perform all automated programming functions for 75 hours of walk-away programming each week.

With two on-air workstations, two servers, two downlink auto-recorders (each with three simultaneous record inputs), three digital audio editing workstations and a separate automated program stream for on-campus PA systems, the Wire-Ready software has been absolutely bullet-proof. In the six years that this system has been in operation, we have not lost a single program due to malfunction of software or hardware – the stability of the software and the robustness of the redundancy designed into the system has made the WireReady systems a dream to own and operate. Some of these machines have not been re-booted in 6 months.

My management has recently said, "WireReady was one of the best decisions I've ever made." I don't bother to remind them that I made the decision, they just OK'd it.

2. WBIX, Business 1060, Boston, MA

Boston's locally-owned business radio voice, WBIX is dependent upon WireReady at the core of its operations. CartReady/ControlReady is automating all downlink functions, all walk-away programming, and all live-assist digital audio insertion. The staff takes it's reliability for granted. Other systems have been evaluated and considered for employment in their new facility design, but the reliability and ease-of-use of the WireReady products leaves these other systems looking overly expensive and inflexible by comparison.

3. WRCA, Beasley Broadcasting, Boston, MA

Boston's premier foreign-language brokered station, WRCA needed a digital audio delivery system that was simple to operate, with an extremely fast learning curve. CartReady's ten-deck cartridge machine emulation screen is so easy to use that clients were able to switch from mechanical cart decks to computer delivery in spite of language barriers that might have made other systems impossible to learn.

ControlReady is the off-hours live-line for WRCA, allowing many programs to be received from off-premises, and all station functions to be automatic, removing the need to staff many hours of the week. ControlReady paid for itself in reduced staffing costs in less than a year.

Very few words are necessary to describe WireReady's product support. That's because I've not needed to call for product support more than a couple of times a year. Each call has provided not only a quick solution for the problem at hand, but a fuller understanding of the system that reduces the need for future support calls.

You know the old saying: "Cheap, Good and Fast...pick any two, but you can't have all three?" Well, WireReady products:

- 1) Have a very low installation cost and an even lower long-term cost of ownership,
- 2) Are usually the most reliable and easiest-to-use systems in a radio station, and
- 3) Install quickly, are fast to learn, and pay for themselves in a flash.

Now I've got to find a new "old saying."

Grady Moates, Owner
LOUD & Clean Broadcast Science