

Radio Automation Without Limits

WO Aurora is cloud-powered radio automation, built for the realities of modern broadcasting. With browser-based tools, built-in remote broadcasting capabilities, and flexible deployment options, WO Aurora helps stations spend less on infrastructure, operate leaner, and reach profitability faster.



Broadcast from anywhere

Enjoy the freedom to go live from any location. No studio, no on-site engineer, no extra equipment required.



Reduce costs at every level

Eliminate the hardware, real estate, and engineering costs of traditional automation, without sacrificing reliability.



Modernize at your own pace

Move to the cloud on your timeline, with support for on-premises, hybrid, and fully cloud-hosted deployments.

The WO Aurora Difference

Web Studio

Browser-based automation gives talent access to the tools they need from anywhere. No VPN, no local software, no IT headaches.

Live Mic

Broadcast live from any location with just a laptop and a microphone. No codec, no mixing console, no on-site engineer.

Cloud Hosting

Cloud infrastructure built on AWS, maintained by a dedicated WideOrbit team. No on-prem servers or 24/7 IT staff required.

A Smarter Financial Model for Modern Radio



WO Aurora shifts broadcasters from a cash-intensive, volatile CapEx model to a predictable, subscription-based OpEx structure.

- No large upfront hardware purchases
- No server refresh cycles, and no surprise maintenance costs
- Entire cost categories — codecs, mixing consoles, on-site servers and server space, 24/7 engineering coverage — can be significantly reduced or eliminated entirely.

The result is a lower total cost of ownership and greater financial flexibility. And a shorter, faster path to profitability.

Your station, deployed your way

WO Aurora supports on-premises, hybrid, and fully cloud-hosted deployments, so you can make the right choice for your organization.

On-Premises

For stations that prefer to keep systems in-house, WO Aurora delivers the same proven automation capabilities in a locally managed environment.

Hybrid

Migrate to the cloud at your own pace by testing cloud hosting before committing fully, or run cloud-hosted automation in some markets while keeping others on-prem.

Cloud-Hosted

WideOrbit manages hosting, software updates, security, and monitoring. Shift focus away from maintaining equipment, so your team can focus on creating great radio.

The same simplified workflows you're used to – but better:



Radio Client

Talent in any market can manage any of your radio stations in real-time



Audio Finder

Remotely manage audio libraries from any device in your organization



Multi-Market Voice Tracking

Record voice tracks remotely to leverage talent across markets



Remote Radio Station Management

Access via web browser, with support for macOS, Windows, and Linux



Customizable UI and User Rights

Show/hide widgets and control what features talent have access to



Remote Content and Playlists

Record, import, edit, and convert content once for cross-market distribution

WO Aurora integrates seamlessly with tools you already use every day, including WO Traffic, MusicMaster, vCreative, and more, to further simplify workflows.

Learn more about WO Aurora today

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