



## FOR IMMEDIATE RELEASE

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## ABS Network Signs Major Encoder Systems Agreement with Telairity

Dubai-based company will deploy Telairity encoders across the Middle East, North Africa and in Washington D.C.

**SANTA CLARA, Calif. – April 7, 2015** – ABS Network, one of the largest broadcast services companies in the Middle East and North Africa, has signed an agreement with Telairity to deploy a variety of Telairity's H.264/AVC encoders throughout its multi-country broadcast infrastructure. Utilization of Telairity's market-leading SD and HD broadcast encoders means that ABS Network's customers can transmit the highest quality video to their viewers.

The announcement was made jointly today (4/7) by ABS President Mohammed al Ajlouni in Dubai, and Telairity CEO Jim Meadlock in California.

The far-reaching agreement calls for Telairity to supply encoders for both system upgrades and new installations. Already deployed are multiple Telairity BE 8500s, a versatile video encoder able to autosense either HD or SD input video formats, and automatically select a corresponding HD, SD, or mobile encoding mode.

The strategic partnership also enables ABS to market Telairity equipment through its broadcast services division and act as Telairity's technology support system in the region. This will significantly strengthen the regional

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technical and sales capabilities of Telairity, which has a regional office in Amman, Jordan.

ABS works closely with medium to large broadcasters as well as smaller clients, delivering a comprehensive set of content production and delivery services equipment. Its equipment is used by regional broadcasters for live ENG/DSNG news gathering and taped broadcasts. The company has agreements with broadcasters and cablecasters in Jordan, Bahrain, Iraq, United Arab Emirates, and Lebanon. The company will soon have installations in Palestine, Turkey and Washington DC.

Al Ajlouni noted: "Our clients rely on us to provide them with reliable, upgradeable equipment, rugged enough to withstand the challenges of field usage across varied environments, and backed by a support team that understands how to replace systems on a 24-hour notice wherever in the world a problem occurs. Telairity fulfills those conditions, and we are pleased for them to be our ongoing supplier of encoder equipment."

"We're gratified that ABS Network, one of the premier broadcast services companies in the greater MENA region, has chosen Telairity as its global encoder supplier," said Meadlock. Added Khalid Daoud, regional director for Telairity's Middle East headquarters, "The Middle East is among the most active markets globally for expanding broadcast and video services, and we're pleased to be widely accepted here as the region's premier encoder supplier."

In addition to the Middle East, Telairity is continuing its global expansion in other fast-growing video/IP markets including Asia, Africa, and South America.

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**About Telairity**

Telairity produces innovative real-time standards-based video compression solutions for broadcasting, telephony, Internet services and aligned industries. The company's unique video processing technology, based on the Telairity TVP multi-core video processor architecture and associated direct-execution AVClairity video compression software, delivers the industry's lowest latency and best price/performance for real-time video encoding. The company's global headquarters is located in Santa Clara, Calif.; regional offices are in Beijing, China and Amman, Jordan. Further information is available at [www.telairity.com](http://www.telairity.com).

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