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Telairity Expands Operations in Far East: Opens Office in Beijing

**New Office Will Serve as Headquarters for Telairity
Operations across Entire Asia Pacific Region**

SANTA CLARA, California. USA– October 12, 2009 – Telairity today announced the opening of an office in Beijing, marking the official expansion of Telairity’s business operations into China and the entire Asia-Pacific region. Telairity’s new Asia Pacific Headquarters is housed in the Ruichen International Center, Room 1211, No. 13 Nong Zhan Guan South Road in the Chaoyang District. Telephone number: 86-10-65928875; Fax: 86-10-65929647

“China’s economy, and for that matter, the entire Asia-Pacific region, is expanding rapidly, and the demand for new video services is very high with many new IPTV, ITV, mobile TV, and next-generation broadband (NGBB) projects,” said Ben Silva, Telairity’s vice president of worldwide sales.

“Customers often have special requirements that are difficult to satisfy with stock off-the-shelf equipment, so the opportunity is perfect for a company like Telairity.

“Unlike other vendors in the industry, Telairity has complete control over all key elements of its encoding technology, including the codec we use and our own video processor. That gives us the ability to configure systems to meet local requirements, a key to opening up business in the Far East.

More . . .

“We have assembled a highly experienced team to staff our Beijing office. The customers that have evaluated and purchased our equipment have been even more enthusiastic about our video encoding technology than I anticipated.”

Telairity is one of the few companies to develop and control all three key components of its video encoding technology, starting with the company’s proprietary 50 Gigaops multicore TVP2000 video processor, extending through its AVClairity direct-execute H.264/AVC encoding software written specifically to take advantage of the power of the TVP2000 chip, and encompassing the several different types of systems the company designs around its core hardware and software technology.

“Since we have complete control over all aspects of our encoding technology,” said Richard Dickson, Telairity’s President and Chief Engineer, “from video processor through circuit board to packaging design, our customers have the freedom to specify their own unique combination of requirements. Our goal is to be a supplier of encoding solutions that can be custom tailored to fit any set of encoding needs.”

For further information, visit the Telairity website: www.telairity.com.

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