



## **FOR IMMEDIATE RELEASE**

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## **Telairity BE9400 Multi-channel, Multi-format Encoder Debuts at NAB 2010**

Configurable H.264/AVC Encoder Provides  
Mixing/Matching of HD, SD and Mobile Channels

**LAS VEGAS, NEV. – April 12, 2010** – A remarkably efficient multichannel video encoder, the Telairity BE9400 Multiformat H.264/AVC Encoder, is being unveiled today by Telairity, Inc. at the National Association of Broadcasters (NAB) convention and exhibit, being held at the Las Vegas Convention Center. The encoder enables distributors of video to encode and transmit multiple broadcast-quality signals simultaneously in HD, SD, PC and/or mobile formats—all from a single 1RU box. Telairity is exhibiting in South Hall, upper floor in Booth SU7526.

The BE9400 encoding platform's unique multichannel design is designed for satellite and cable companies, IPTV, ITV, mobile and other businesses who transmit multiple channels and require the most efficient low bit rate transmissions available for all formats. The flexible BE9400 encoder can be configured into two HD channels, one HD and two SD/mobile, or four SD/mobile. Moreover, its 1 RU frame assures the best use of machine room real estate, eliminating the need for separate encoders for each different format.

Telairity's proprietary Telairity-1™ technology, programmable video architecture which delivers a lightning-fast 50 billion operations per second,

*More . . .*

and Telairity's custom direct-execute AVClairity encoding software, support the BE9400 and all other members of the Telairity encoding lines.

Other benefits include:

- The ability to handles multiple independent SD/HD channels, with up to 4 stereo audio programs per video channel
- Full software upgradeability for easy maintenance and improvements.
- MPEG-4 AAC-LC or -HE option for high audio quality at very low compressed bit rates; Dolby Digital (AC-3) pass-through also supported
- "Instant on" two-second startup and one-second restart times
- Nonstop design, with dual redundant power supplies and two power connections

"Companies distributing video in broadcasting, cable or over the Internet are constantly looking for equipment that provides state of the art, low bit rate encoding services, and can serve multiple constituencies," said Rich Dickson, Telairity president. "Multiple encoding formats means multiple encoders, and a greater investment in equipment. Our new BE9400 provides the flexibility and architectural savvy needed for these challenging times, and provides additional help for ROI."

The Telairity BE9400 Multichannel H.364/AVC encoder is configured by the factory at time of purchase. Price includes Telairity unconditional one year service guarantee.

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#### **About Telairity**

Telairity is a supplier of innovative real-time H.264/AVC (MPEG-4) video compression solutions for broadcasting, backhaul, IPTV, and related markets. The company's unique video processing technology, based on the Telairity T1P2000 multi-core video processor and associated direct-execution AVClairity video compression software, delivers the industry's lowest latency and best price/performance for real-time H.264 video encoders today, with unique features like "instant-on" service. The company is based in Santa Clara, Calif. Further information is available at [www.telairity.com](http://www.telairity.com).

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