

PRESS RELEASE

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Telairity NexGen Encoders Win NewBay Media's Best of Show Award, Presented by *Government Video*

LAS VEGAS — The two systems comprising the next generation of Telairity's distinctive encoding technology, the BE8600 contribution encoder and BE8700 distribution encoder, are the recipient of one of the industry's most prestigious technology honors, NewBay Media's Best of Show Award, presented at the 2016 NAB Show in Las Vegas by *Government Video*.

NewBay Media's Best of Show Awards are evaluated by a panel of engineers and industry experts, and are selected based on innovation, feature set, cost efficiency and performance in serving the industry.

Winners receive an award for display and will be featured on www.governmentvideo.com.

All nominated products also are featured in the special Best of Show Awards Program Guide, to be distributed in digital edition form to more than 100,000 readers of *Government Video*, *TV Technology*, *Digital Video*, *Video Edge*, *Radio World*, *Radio magazine*, *Pro Sound News* and *Sound & Video Contractor* after the convention.

The BE8600 is a single channel, half-width 1RU unit in a convenient 5 lb. "go anywhere" package for ENG, DSNG, backhaul, studio, etc. It offers leading edge H.264/AVC video encoding for the highest possible picture quality at any available bandwidth, in both archival 4:2:2 contribution-mode format and low-latency 4:2:0 formats for contribution links over crowded urban airways, or for direct-to-viewer distribution over MPEG-4 networks.

The BE8700 multichannel HD/SD encoding platform, available in 1 to 4 channel versions, offers state-of-the-art 4:2:0 video compression for all HD & SD television formats in a cost-effective, 1 RU form factor. With the ability to auto-sense input formats and auto-select a corresponding encoding profile, the BE8700 dynamically reconfigures to any possible HD/SD combination with no operator intervention. The BE8700 excels at low bit rates, and is ideal for IPTV, ITV, and other applications where the lowest bit rates are needed and multiple channels must be accommodated.

"Recognition with an award at the NAB Show from NewBay Media's Broadcast & Video Group is a strong vote of confidence and admiration from our leading industry publications," said NewBay Media Broadcast & Video Group Vice President & Group Publisher Eric Trabb.

"We are extremely pleased and honored that the editors of *Government Video* selected our nexgen encoders for its 2016 Best of Show Award," said Harlan McGhan, vice president of marketing. "Receiving this award at the National Association of Broadcasters' 2016 show is visible proof that Telairity's focus on video compression technology makes us a company that can be counted on to provide the innovation needed to keep pace with the rapidly changing broadcast industry."

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