FOR IMMEDIATE RELEASE

Agency contact:	**Telairity contact:**
Skip Ferderber	Harlan McGhan
Skip Ferderber & Associates	Telairity
Tel: +1 (425) 315-1724	Tel: +1 (408) 764-0270 x518
E-mail: skip.ferderber@skipf1.com	Email: harlan@telairity.com

Telairity Showcases Versatile MPEG-4 PiP, 3 Screen, OTT, and Transcoding Solutions at C&CW 2012

Dense 3200 32-channel H.264/AVC Encoder provides all-in-one solution for head-end installations

SANTA CLARA, Calif. – Tuesday, November 13, 2012 – Telairity, the world leader in HD and SD H.264/AVC encoding technology, is showcasing its latest end-to-end encoding/decoding solutions at Content & Communications World 2012, November 14-15, at the Jacob K. Javits Convention Center in New York City. Telairity will be exhibiting in Booth #1300.

The encoding solutions shown by Telairity will feature its latest 3200 ATCA-based chassis, providing up to 32 channels, in a user-selectable combination of SD and HD H.264/AVC and MPEG-2 SD encoding technologies.

The company also will show its auto-switching HD/SD single-channel BE8500 encoder that dynamically reads and adjusts to any type of input signal, operating as an 8000 Series HD encoder with HD input, or as a high-compression 9000 Series SD/mobile encoder with SD input. The versatile BE8500 provides the most flexible combination of encoding options available in the industry.

In addition, the company's line of 5000 Series professional IRDs will be on display, providing the industry's most cost-effective professional receiving and decoding solutions for MPEG-2 and H.264/AVC video.

Telairity designs and manufactures a wide range of encoding solutions based on its investment in the proprietary TVP2000 video processor engine, which offers an unequalled combination of superior compression capability and picture quality, for the best possible pictures at the lowest possible bitrates.

The announcement was made by Matt McKee, Telairity Vice President of Sales for the Americas and EMEA. "Telairity's H.264 AVC and AVS encoding systems are playing a major role in the continuing HD global revolution," he said. "The company's superior video processing technology allows us to deliver better encoding products, featuring not just industry-leading price/performance, but the full range of features demanded by global broadcasters and communication companies. We have systems for three-screen applications, with simultaneous encoding of signals for large-screen TVs over satellite, cable, and terrestrial channels, PCs and IPTVs over the Internet, and handheld mobile devices over wireless networks. We also have systems that are ideal for Over-The-Top (OTT) streaming video, systems that provide Picture-in-Picture (PiP) capability, and systems for dynamic on-the-fly transcoding, transcaling, transrating, and transformating of video signals."

In addition to the BE3200 and BE8500, Telairity's encoder lines include 6000 Series mobile encoders, 7000 Series SD encoders, 8000 Series HD encoders, and 9000 Series high compression SD/Mobile encoders. All of these models are available in single-channel, dual-channel, and quad-channel versions. Any of these units paired with Telairity's 5000 Series IRDs offer industry-leading performance in an end-to-end H.264/AVC compression and decompression solution that fits today's tighter budgets.

With the latest Series 3200 ATCA chassis-based models added to this line-up, Telairity now offers a superior choice to head-end customers looking for high-density solutions with eight or more channels.

###

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, delivers the industry's best price/performance for real-time H.264 video encoders today, with unique features like "instant-on" service. The company's global headquarters is based in Santa Clara, Calif. Further information is available at www.telairity.com.