



*Visit Telairity at TelcoTV Conference in the Adtec Digital Booth 207*

**FOR IMMEDIATE RELEASE**

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**Telairity to Demo BE8000 H.264 HD Encoder With  
Adtec Digital at TelcoTV Exhibit**

**SANTA CLARA, Calif. — Nov. 6, 2006 —** Telairity today announced that it will be showing its BE8000 H.264 HD real-time encoder as part of a demonstration with Adtec Digital at TelcoTV, a conference and expo taking place Nov. 6-8 in Dallas, Texas, in booth 207.

Telairity's BE8000 broadcast encoder, which occupies just one RU of space, is a scalable, software-programmable real-time platform for HD video compression using the Main Profile, Level 4 H.264/AVC standard. It is offered as a complete, cost-effective HD encoding solution for a variety of applications, including news streaming, satellite/cable distribution, VOD, video surveillance, and video servers.

In the demonstration hosted by Adtec Digital, a leading designer and manufacturer of technologies and solutions for ad insertion, digital television delivery, IP streaming, and multimedia digital video, the Telairity BE8000 H.264 HD encoder will show an HD video signal, in the H.264 format, multicasting output over Ethernet to the Adtec Digital edje-4111 HD digital media player. The edje-4111 HD is a cost-effective system for loading, managing, scheduling, and playing out high-quality HD content in kiosks, trade show exhibits, retail point-of-sale environments, museums, and other corporate AV settings.

*More...*



Adtec Digital's edge-4111 HD digital media player is equipped to decode HD video in MPEG-4 H.264, MPEG-2, and VC-1 formats. Its easy-to-use mediaControl software allows users to play a list of files and loop them indefinitely. The system is easily integrated into private IP networks. At TelcoTV, Adtec Digital also will display ad insertion solutions for generating revenue, innovative IPTV equipment, and middleware application servers for the ultimate in control and program selection.

The Telairity BE8000 and Adtec Digital edge-4111 HD demonstration will take place at TelcoTV booth 207 at the Gaylord Texan Resort in Dallas. More information about TelcoTV is available at [www.scievents.com/telcotv06/](http://www.scievents.com/telcotv06/).

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#### **About Adtec Digital**

Adtec Digital is a world-leading designer and manufacturer of innovative technology for ad insertion, digital television delivery, IP streaming and multimedia digital video applications. The company's commitment to continually developing new and innovative technology, coupled with more than 20 years of experience gained from delivering this technology to competitive and diverse global markets, positions it to assume leadership in these markets without compromising its traditional value attribution. Adtec Digital offers customers rock-solid engineering, powerful features, scalability, and the ability to generate unmatched bottom-line revenue. Further information is available at [www.adtecinc.com](http://www.adtecinc.com).

#### **About Telairity**

Telairity delivers solutions for high-definition (HD) broadcast-quality video applications. Products built on the company's Telairity-1 real-time HD video architecture deliver the industry's highest level of video processing available and address emerging standards for video compression including H.264. Telairity supplies highly integrated, complete hardware and software solutions that enable OEMs to get to market quickly with cost-effective, highly reliable and high-quality encoding systems. Telairity products address a number of markets, including broadcast encoders, video servers, video editing and authoring systems, video conferencing, and security and surveillance. The company was founded in 2001 and is based in Santa Clara, Calif. Further information is available at [www.telairity.com](http://www.telairity.com).

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