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## **Telairity Names Greg Pine Vice President of Worldwide Sales**

**Veteran Emmy Award-winning Technologist  
Will Lead Video Compression Company's Global Expansion**

**SANTA CLARA, Calif. — August 13, 2007 —** Veteran Philips Electronics technology and marketing executive Greg Pine has been appointed vice president, worldwide sales, of Telairity, Inc.

Winner of two Emmy Awards for video technology and holder of six key patents in both CCD technology and multimedia recording, Pine will direct the sale of Telairity's video compression solutions into both domestic and foreign markets. Telairity's real-time encoders are designed for live broadcasts in both standard-definition and high-definition video, delivered via over-the-air, cable, satellite and Internet systems. Additional uses are in post-production; video conferencing, and security and surveillance. (Website: [www.telairity.com](http://www.telairity.com))

The announcement was made by Howard Sachs, Telairity founder, president and CEO.

"A sales executive with the extraordinary management and technology profile that Greg possesses is a true rarity in this or any other industry," said Sachs. "He speaks the languages of technology and the marketplace. His skills will serve us well in propelling our video compression solutions across the globe. We're delighted to welcome him to the Telairity family."

"I'm honored to represent Telairity and its innovative SD and HD compression solutions," Pine said. "The industry understands that compression is the key factor that makes the HD revolution financially and technologically feasible. Telairity's patented H.264 compression uniquely combines ultra-low latency and reduced bit rate while preserving crystal clear

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picture quality: a system that finally enables the industry to produce flawless, natural live HD broadcasts between studios and remote locations.”

In a 25-year career, Pine has occupied a variety of senior-level roles in executive and product management, as well as senior technology strategist, in both the U.S. and Europe.

Before joining Telairity, Pine was senior technology strategist at NXP Semiconductors and managed worldwide demonstrations of the company's media processing and set-top boxes. Other key posts included: key developer of the “Rooster” concept household media server for Philips Digital Networks; business development and marketing sales manager for Philips Key Modules; marketing manager of Philips Camera Products, and manager of the Philips broadcast video camera production facility in Breda, The Netherlands. Pine also worked for Sony Broadcast as a product specialist and manager, western region, of the company's sales rep program.

Pine received two Emmy awards for: the Dynamic Pixel Management concept, enabling cameras to optimize both 4:3 and 16:9 aspect ratios on the same camera, and the “Skin Contour Detail” circuit: a patented process for reducing age lines of on-air talent. He is also holds six Philips patents: three in CCD sensor development, and three in multimedia recording technology.

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