



FOR IMMEDIATE RELEASE

Agency contact:

Skip Ferderber
Skip Ferderber & Associates
Tel: +1 (425) 315-1724
E-mail: skip.ferderber@skipf1.com

Telairity contact:

Harlan McGhan
Telairity
Tel: +1 (408) 764-0270 x518
Email: harlan@telairity.com

Telairity Enters Second Year of Showing Real Time 1080p HD H264 Broadcast Encoder at IBC 2007

BE8000 AVC HD Encoder Offers
HD 1080p Compression at rates of 23.98, 24, 25, 29.97 and
30 Frames per Second

Amsterdam, The Netherlands – Thursday, 6 September 2007 –

Telairity announced today that it will show its BE8000 real time high-definition broadcast encoder for the second straight year at IBC 2007. The company is displaying its line of broadcast encoders in Stand No. 1-493.

The BE8000 encoder is a scalable, software-programmable, real-time platform for HD video compression offering state of the art H.264/AVC encoding for broadcast and IPTV applications around the world. Featuring end-to-end latencies below 300ms when operating in standard mode with a matched professional decoder, the BE8000 is the fastest broadcast-quality HD AVC encoder available today. It supports all standard HD formats, including both 1280 x 720p up to 60 frames per second, and 1440 or 1920 x 1080i up to 60 fields per second. In addition, the BE8000 supports all 1080p formats up to 30 frames per second, including 1080p24.

“One year ago, we introduced the most powerful HD AVC encoder available to the global market,” said Howard Sachs, Telairity president and CEO. “Based on our patented Telairity-1 video processor, we offer extremely high

More . . .

quality encoding at an affordable market price. We welcome all other companies to this rapidly growing high definition marketplace.”

Because of its ability to compress quality HD video to bit rates below 5 Mbps, the BE8000 is particularly attractive for use in bandwidth constrained networks where operators can maximize the number of channels they broadcast, and in turn maximize their advertising revenue. On the audio side, the BE8000 supports AAC-LC encoding for high audio quality at a very low bit rate. Up to four independent stereo audio programs embedded in the input HD-SDI stream can be compressed. Dolby Digital pass-through is also supported.

Like all Telairity encoding systems, the BE8000 uses Telairity designed and manufactured technology throughout, starting with the patented Telairity-1 [T1P2000] video processor. The T1P200 is designed to provide the highest performance, multi-processor multicore solution available (processing speed: sustained 400 GOPS).

The unit occupies just 1U of space and consumes less than 170W. Users can select either the Main or High Profile – Level 4 H.264/AVC encoding standard. The BE8000 system provides a complete, cost-effective HD encoding solution for a variety of applications, including news streaming, satellite/cable distribution, VOD, video surveillance, and video servers.

###

About Telairity

Telairity is an innovative supplier of real-time video compression solutions into markets for broadcasting encoders, video servers, video editing and authoring systems, video conferencing, and security and surveillance. The company's proprietary video processing technology, encompassed by the Telairity-1 multicore video processor and AVClairity video compression software, delivers the industry's best price/performance for real-time video compression products today. Telairity's customer-driven philosophy is reflected in the programmable and scalable design of its products, which are easily upgraded to accommodate a facility's changing needs and future standards improvements, helping customers preserve their investment in the Telairity platform. The company was founded in 2001 and is based in Santa Clara, Calif. Further information is available at www.telairity.com.

Telairity and AVClairity are trademarks of Telairity, Inc. All other trademarks appearing herein are the property of their respective owners.

ENDS