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Telairity Expands into Middle East, Opening Offices in Dubai and Jordan

New Middle East operations launched at February CABSAT show in Dubai

SANTA CLARA, Calif. – April 16, 2012 – Following a successful launch of Middle East operations at the February CABSAT show held in Dubai, Telairity announced today that it is opening two new offices in Jordan and Dubai to serve the entire Middle Eastern region with local technical and engineering support, sales, installation, and training. Telairity is the global leader in encoding technology in broadcasting, backhaul, IPTV and related markets.

The new offices reflect a surge of interest in Telairity encoder products throughout the region, as evidenced at the CABSAT show. The company is currently engaged in the early planning stages of over a dozen projects to supply IPTV, DVB-S, DVB-S2, and Over The Top (OTT) video services to customers throughout the Middle East.

According to Ben Silva, Telairity Senior VP of Worldwide Sales and Business Development, the decision to expand Telairity's operations into the Middle East was a simple one. "Looking at the deployment of TV services worldwide, the Middle East is currently one of the most active regions in the world. The average operator in this region is deploying anywhere from 120 to 200 channels, with larger operators deploying upwards of 300 channels.

More . . .

“By opening local offices to support and sell our entire line of industry-leading H.264/AVC encoders, we are positioned to move quickly to meet any need of the region for broadcast TV, IPTV, or mobile TV with Telairity’s state-of-the-art encoding products.”

The two new Middle Eastern offices add to a growing number of Telairity offices around the world, joining previous locations in North America, China, and Thailand.

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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.

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