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Telairity Introduces IPTV-Friendly BE7400 and BE7100 SD H.264/AVC Video Encoders at NAB

Compact NTSC/PAL Units Offers Choice of Four Video Channels, or Single-Channel Configuration

LAS VEGAS, Nev. – April 14, 2008 – Telairity today announced its entry into the fast-growing IPTV market with the US introduction of two new H.264/AVC standard-definition (SD) video encoders: the four-channel BE7400 and the single-channel BE7100 encoders. Both models are high-density compact IRU units featuring space-conserving H.264 (MPEG-4) compression—which delivers more than twice the efficiency of the older MPEG-2 standard. Both units feature ultra-low encode latency (under 150 ms) and Telairity's unique "instant-on" feature. The compact four-channel BE7400 also includes dual redundant power supplies for added reliability.

The announcement was made at the 2008 National Association of Broadcasters (NAB) Conference and Exhibition. Telairity is exhibiting at the Las Vegas Convention Center in South Hall, Booth SU11424.

"Standard-definition video is at the heart of today's rapidly developing IPTV marketplace," said Howard Sachs, Telairity President and CEO. "To that end, we built our new BE7400 and BE7100 systems to provide robust, affordable compression services for this new level of service: whether for video on

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demand delivered over the Internet to TVs or other connected devices, live streaming, as well as traditional terrestrial, cable and satellite output.

Based on Telairity's T1P2000 video processor, a customized multicore architecture optimized for video coding which delivers up to 50 billion operations per second (50 Gigaops), the BE7400 and BE7100 offer simultaneous ASI and IP outputs, with up to four AAC-LC audio channels per video channel. Pass-through of Dolby Digital and Dolby E encoded audio is also supported. The cost-effective dense BE7400 model offers up to four video channels in a single 1RU box; the BE7100 offers a single configured channel.

Like all Telairity systems, both systems are fully programmable, with downloadable software-based upgrades to improve picture quality, lower bit rates, and add new options.

MSRP for the BE7400 is $52,500; MSRP for the BE7100 model is $15,750. Both are available now from dealers as well as direct from Telairity.

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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 50 billion operations-per-second (50 Gigaops) Telairity T1P2000 multi-core video processor and associated direct-execution AVClairity video compression software, delivers the industry's lowest latency and best price/performance for real-time H.264 video encoders today, with unique features like "instant" on. Telairity's customer-driven philosophy is reflected in the programmable and scalable design of all its products, which are easily upgraded via a simple software download to accommodate performance enhancements, additional features, and future standards improvements—helping customers preserve their investment in a Telairity platform. The company was founded in 2001 and is based in Santa Clara, Calif. Further information is available at www.telairity.com.