



## FOR IMMEDIATE RELEASE

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## Telairity Debuts Revitalized SES3200 32-Channel Video Encoding System at NAB 2015

Completely revised HD, SD, mobile platform meets the need for a low cost, highly integrated “head-end in a box”

**LAS VEGAS, NEV. – April 13, 2015** – The remarkably compact Telairity SES3200 Scalable Encoding System is being reintroduced at the 2015 NAB convention and exhibition by Telairity, Inc., a global leader in encoding technology. The 12-RU modular chassis combines 32 channels of H.264/AVC encoding with integrated routing, switching, and multiplexing to provide total input and output format flexibility.

Effectively an all-in-one “head-end in a box,” the SES3200 provides the key attributes needed to manage and deliver TV services efficiently in today’s highly competitive market. Features include remote software management capabilities, front-loaded hot-swappable blades for easy repairs/upgrades, and a host of telco-grade reliability features, including extensive status monitoring, configurable redundancy, and automatic fail-over.

The new system is on display during the National Association of Broadcasters (NAB) convention and exhibition in Las Vegas on April 13-16. The Telairity booth is located in South Hall (upper floor): SU7516.

*More . . .*

“When we originally debuted the SES3200, it was targeted to the mobile market which we saw as a high growth area looking for a relatively inexpensive, highly integrated head-end solution,” said Harlan McGhan, Telairity vice president of marketing and sales.

He continued “Our new next-generation TVP technology lets us take this innovative encoding solution and greatly expand its range to now cover all H.264 needs, HD and SD, as well as mobile formats. Anybody looking for an affordable, complete, low bitrate H.264 encoder solution, easily scalable for channel count, channel type and future technology upgrades, should revisit the SES3200.”

The 12RU SES3200 chassis, with 8 4-channel encoder slots, allows a mixture of HD, SD, and mobile boards. Any input can be directed to any suitable encoding channel under software control. The output subsystem multiplexes all encoded channels into ASI and Gig-E transport streams, ready for distribution over both traditional ASI broadcast networks and IPTV networks.

Optional transcoding boards allow input of MPEG-2 and other pre-encoded streams over ASI/Gig-E for conversion to more efficient H.264 code.

The 32-channel 12RU SES3200 configurations start with as few as 8 channels, increasing by 4 as encoder boards are added, until all 8 encoder slots are filled. For smaller installations, a 12-channel 5RU chassis is also available, that can be configured with a single board (4 channels) to start.

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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 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” service. The company is based in Santa Clara, Calif. Further information is available at [www.telairity.com](http://www.telairity.com).

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