



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 Introduces BE8100 HD and BE7100 SD H.264/AVC Broadcast Encoders For News and Sports Trucks at NAB 2008

New Rugged Low-latency Encoders are
Specifically Designed for On-the-go HD Production Use

LAS VEGAS, NEV. – Monday, April 14, 2008 –Two complementary H.264/AVC video encoding systems, designed for news and sports vehicles transmitting live video in either high-definition (HD) or standard-definition (SD) formats, will be introduced today by Telairity at the National Association of Broadcasters (NAB) convention and exhibition. The BE8100 HD and BE7100 SD video encoders are designed for live streaming, backhaul and other on-the-go production needs. Telairity is exhibiting in South Hall, Booth SU11424.

Like all Telairity encoders, both new systems are scalable, fully programmable low latency broadcast encoders. Both are based on Telairity's custom T1P2000 video processor, which delivers a lightning fast 50 billion operations per second. The result is systems able to combine leading-edge H.264/AVC (MPEG-4) compression technology—offering more than twice the compression efficiency of the older MPEG-2 standard—with an ultra-low encode latency of less than 150ms.

More . . .

Featuring “instant on” for immediate availability, optional dual-redundant power supplies for fail-safe reliability, and simple front panel control for quick and easy field operation, the cost-effective BE8100 and BE7100 platforms address the critical needs of broadcasters for remote live interactive capability.

When the two units are racked next to each other, the result is uncompromised full-featured HD and SD H.264 encode capability in a 2RU form factor. The companion systems can be configured either as two completely independent units, with separate parallel inputs and outputs, or can be cabled together for serial operation. In the latter configuration, the two units have a single auto-sensed HD or SD SDI input, with a corresponding single DVB-ASI output, and can switch between HD and SD encoding modes in less than a second.

“The introduction of our BE8100 HD and BE7100 SD encoders for the mobile truck and backhaul community rounds out our family of professional-level encoders,” said Howard Sachs, president and CEO of Telairity, Inc. “The market has been looking for low-bit rate, low-latency encoders that are robust, power up immediately, and are able to keep end-to-end delay under a half-second. Telairity is proud to present its new family of HD and SD encoders that effectively address the stringent requirements of remote live broadcasting.

For mobile truck/OB van users, the BE8100 and BE7100 come standard with a variety features specifically designed to improve efficiency during live and on-site production.

- Front-panel power switch and front-panel push buttons allowing users to quickly and easily reset all encoder parameters with two button pushes
- Dual redundant power supplies (optional).
- Four external AES or analog audio inputs (optional).
- Four contact closure alarm signals (with audio input option).

- Easy upgrades via software to provide additional features, improved performance, enhanced quality, and future Fidelity Range Extensions (FRExt), protecting customer investment over the product lifetime.

MSRP for the Telairity 8100 system is \$33,250; the Telairity 7100 list price is \$15,750. Both are available now from selected dealers and system integrators, as well as directly from Telairity.

###

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.

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