FOR IMMEDIATE RELEASE

Agency contact:	**Telairity contact:**
Skip Ferderber	Harlan McGhan
Skip Ferderber & Associates	Telairity
Tel: +1 (425) 315-1724	Tel: +1 (408) 764-0270 x518
E-mail: skip.ferderber@skipf1.com	Email: harlan@telairity.com

Noorsat Adopts Telairity Encoders for New Middle East Video Installations

Telairity's BE9400 Encoders and SES3200 ATCA Chassis Are Key Components in Noorsat's latest End-to-End Redundant System Deployments

SANTA CLARA, Calif. — April 10, 2012 – Telairity, the global leader in H.264/MPEG4 encoding technology, announced today that Bahrain-based satellite service provider NOORSAT has deployed multiple Telairity quad-channel BE9400 high-compression SD encoders in a complete end-to-end redundant encoding system.

Additionally, Noorsat has adopted Telairity's SES3200 encoding system, a complete head-end in a 12 RU ATCA chassis, integrating SDI, ASI and IP inputs, both HD and SD transcoding and encoding, routing and switching of input and output streams, and multiplexing of dual ASI and IP outputs. SES3200 systems can be redundantly configured from N+1 to full dual-redundancy, with automatic fail-over.

Established in 2004, Noorsat is the most prominent satellite service provider and teleport in the Middle East, transmitting over 200 TV and radio channels that serve a broad audience of millions of viewers from East Asia, Middle East, North Africa and parts of Europe. Operating a fleet of five satellites, the company aims to provide solutions for both large and small broadcasters at competitive prices by developing highly efficient state-of-the-art facilities.

"We are proud to use Telairity technology "said Marwan Al Tal, Vice President at Noorsat. "The flexibility of Telairity systems, including their ability to accept SDI, ASI, or IP inputs, to encode both HD and SD formats, and to output either MPEG-2 or MPEG-4 over ASI and IP allows us to readily adapt to any of our customer requirements. The fact that we don't have to purchase functionality on an option-by-option basis with Telairity encoders also provides us with substantial cost savings."

"Noorsat has a very demanding environment that is constantly changing based on their growing customer requirements. This happens in both distribution and contribution," said Ben Silva, Telairity Senior VP of Worldwide Sales and Business Development. "We are happy to provide Noorsat with fully redundant 24 x 7 x 365 solutions that allow them to easily adapt to any current situation, whether in contribution or distribution, MPEG-2 or MPEG-4, HD or SD, and whose easy upgradability also protects them against future changes,"

###

About NOORSAT Global Satellite Communications
NOORSAT Co. W.L.L was established to cater to satellite-based service requirements of the Arab world. With capacity at the only hotspots serving the Arab World from EUROBIRD(TM), NOORSAT offers broadcasters the unique opportunity to instantly reach all satellite TV receiving dishes in the Arab World. By extending coverage to ATLANTIC BIRD(TM), NOORSAT also serves Arab expatriates in Europe as well as additional populations in many Arab countries. NOORSAT's satellite capacities and widespread network of teleports are optimum for: video broadcasting, direct-to-home TV, cable head-ends, satellite news gathering and TV program exchange. It serves both consumer needs for broadband access and corporate needs for data and telephony networks.

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.

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