



Agency contact:
Rae Morrow
Wall Street Communications
(775) 626-7722
rae.morrow@wallstcom.com

Telairity contact:
Shubha Tuljapurkar
Telairity Semiconductor
(408) 764-0270 x104
shubha@telairity.com

Telairity Semiconductor Appoints GAL Electronics as Israel Sales Rep

SANTA CLARA, Calif. — Nov. 21, 2005 — Telairity Semiconductor, a provider of solutions for high-definition (HD) broadcast-quality video applications, today announced that it has appointed GAL Electronics as its exclusive sales representative in Israel.

Established in 1996, GAL Electronics specializes in the sale and support of top-quality equipment for the Israeli broadcast video market. Its background includes the design and development of MIPS-based RISC CPU and DSP systems for video processing and communications applications. Arie Maimon has numerous years of experience in the video and communications industries and leads the company as President and CEO.

"We were very impressed with GAL Electronics' extensive knowledge of the local broadcast market and commitment to its customers, which has resulted in strong relationships with both the engineering and purchasing staffs of several leading equipment manufacturers," said Shubha Tuljapurkar, Telairity's vice president of marketing and sales. "This is the reason why we selected GAL Electronics to represent us in Israel."

"Telairity is coming to market with a compelling solution for real time HD encoding that gives designers the highest DSP price/performance, the highest level of integration, and the most flexibility available on the market today," Maimon said. "We are delighted to be representing Telairity in the Israeli market."

About Telairity Semiconductor

Telairity Semiconductor delivers solutions for high-definition (HD) broadcast-quality video applications. Products built on the company's Telairity-1 real-time HD video architecture deliver the industry's highest level of video processing available on a single chip and address emerging standards for video compression including H.264. Telairity supplies highly integrated, complete hardware and software solutions that enable OEMs to get to market quickly with cost effective, high reliability and high-quality encoding systems. Telairity products address a number of markets, including broadcast encoders, video servers, video edit and authoring systems, video



conferencing, and security and surveillance. The company was founded in 2001 and is based in Santa Clara, California.

Telairity, Telairity-1, AVClairity, and AVCxpress are trademarks of Telairity Semiconductor, Inc.