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## **Telairity Consolidates Its Position in Asia with Win at Sri Lanka Telecom**

Telairity Encoders and Integrated Receiver Decoders (IRDs) selected for multi-city video network deployed over Sri Lanka Telecom's "Next Generation" IP Network

**SANTA CLARA, CA – August 16, 2016** – U.S.-based Telairity, Inc., the broadcast industry leader in H.264/MPEG4 encoding technology, in partnership with systems integrator Mitter International Pvt. Ltd., announced today another milestone in providing encoding technology equipment to countries in the Asia-Pacific region: the sale of Telairity encoders and IRDs as the compression/decompression engines for an advanced IPTV video network being installed at multiple locations across Sri Lanka.

Mitter International, based in Colombo, is a leading provider of telecom equipment and after sales support for Sri Lanka. Sri Lanka Telecom is the island nation's leading broadband and backbone infrastructure service provider, serving more than 6 million customers, including many large and small corporations, public sector clients, and retail businesses.

The new live IPTV broadcasting system, implemented by Sri Lanka Telecom on behalf of one of their major clients, links together locations in Colombo, Union Place, Mount Olephant, and Depanama.

According to Mitter International CEO, Mindika Hettiarachchi, "Mitter continually evaluates new products that we think might benefit our clients. Telairity's combination of performance, reliability, quality, and after-sales support made their equipment the clear choice for a client like Sri Lanka Telecom that demands suppliers must not only meet the highest standards of

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professionalism, but also deliver proven products that provide truly exceptional value over their lifetime.”

Added Steve Wang, Telairity General Manager for Asia-Pacific, “This win at Sri Lanka Telecom, added to earlier wins at other major regional Telco providers, including China Telecom and Thailand’s CAT Telecom, plus the choice of Telairity equipment to stream last year’s 2015 Pacific Games, clearly indicates that Telairity encoders and IRDs have become a leading brand for Asia Pacific companies looking to provide new video services or expand existing operations. This sort of widespread acceptance is a tribute not only to the quality of our solutions, but also to the strong relationships we have formed with partners like Mitter International and customers like Sri Lanka Telecom. We wish to thank both for the opportunity to participate in this important new digital video initiative.”

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**About Mitter International Pvt Ltd**

Mitter International has been in the business of supplying & installation of equipment and providing after sales services for Telecommunication, Vehicle Care and Health sectors since 1999. By providing innovative & reliable equipment from a number of renowned suppliers around the world, backed by services offerings from its highly trained engineering staff, Mitter has become a trustworthy name among many government and private sector establishments in Sri Lanka.

**About Sri Lanka Telecom PLC**

Sri Lanka Telecom is the national ICT solutions provider and the leading broadband and backbone infrastructure services provider in Sri Lanka, with a customer base of over six million.

**About Telairity**

Telairity is celebrating its 15<sup>th</sup> year of providing innovative real-time standards-based video compression solutions for broadcasting, telephony, Internet services and aligned industries. The company’s unique video processing technology, based on the Telairity TVP multi-core video processor architecture and associated direct-execution AVClairity video compression software, delivers the industry’s lowest latency and best price/performance for real-time video encoding.

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