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Telairity contact:

Harlan McGhan

Telairity

Tel: +1 (408) 764-0270 x518

Email: harlan@telairity.com

STI Telecom and Telairity Partner to Sell Telairity Nexgen Encoders in Brazil

STI Telecom will feature Telairity BE8600 contribution encoder at SET EXPO 2016 Show in Sao Paulo

SANTA CLARA, Calif. – August 29, 2016 – STI Telecom, one of the largest system integrators and satellite communications solutions companies servicing the broadcast market in Brazil, has entered into a partnership with Telairity, the broadcast industry leader in H.264/MPEG-4 encoding technology, to sell Nexgen encoders in Brazil and throughout South America.

The announcement was made jointly today by STI Commercial Manager, Thiago Monteiro in Rio de Janeiro, and Telairity VP of Sales, Matt McKee in Santa Clara, CA.

STI Telecom will be demonstrating Telairity's Nexgen encoder line, featuring the versatile 1RU half-width BE8600 contribution encoder, at the SET EXPO 2016 show in Sao Paulo, August 30 to September 1. The STI Telecom booth is #108A, located at the Expo Center Norte in Exhibition Hall Red.

The BE8600 is a light, compact, low-power unit sized to go just about anywhere with the power and flexibility to do just about any encoding task: HD or SD, high bitrate 4:2:2 for archival storage or low latency and low bitrate 4:2:0 for backhaul or direct-to-view distribution. Companion half-width "buddy" systems further extend its versatility, including a modulator

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for RF transmission and a broadcaster for secure, reliable Over-the-Top (OTT) IP transmission in any standard streaming format.

Other Nexgen systems include the multi-channel 1RU BE8700 distribution encoder, and the SES3200, a blade-based encoder built on the high-reliability Telco-grade ATCA chassis, able to scale up to 32 channels.

The strategic partnership enables STI to sell Telairity equipment and also serve as the principal point of contact for Telairity support in the region, significantly strengthening the technical and sales capabilities of Telairity throughout the South American market.

STI works closely with medium to large broadcasters as well as smaller clients, delivering a comprehensive set of services and equipment for content production and delivery. Located in downtown Rio de Janeiro, STI also provides turn-around services in its own Teleport facility, with antennas for transmission and reception of all major satellites, providing coverage for Brazil, the Americas, and Europe.

Commercial Manager, Thiago Monteiro noted: "Our clients rely on us to provide them with reliable, upgradeable equipment, backed by a support team that understands how to quickly get them back on air wherever and whenever a problem occurs. Telairity encoders, with their reputation for reliability, quality and ease of use, help us to fulfill our primary service mission, and we are pleased to have them as our ongoing supplier of encoder equipment."

"We're gratified that STI Telecom, one of the premier broadcast services companies in all of South America, has chosen Telairity as its encoder supplier," said Telairity VP of Sales, Matt McKee. "South America in general and Brazil in particular is among the most active markets globally for expanding broadcast and video services, and we're happy to be accepted as a primary supplier of encoders for the region."

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About STI Telecom

STI Telecom is a telecommunications company specialized in satellite communication solutions for video, audio and data transmission. Active in the broadcast market since 2005, STI Telecom has innovative and customized solutions that meet every need. Located in downtown Rio de Janeiro, STI Telecom operates its own Teleport facility, providing turn-around services for broadcasters, with antennas for transmission and reception of satellites covering Brazil, the rest of the Americas, and Europe. In addition, STI Telecom has a subsidiary in Miami (USA) that not only facilitates its relationship with U.S. suppliers like Telairity, but also offers advantages for customers who wish to import equipment on their own.

About Telairity

Telairity produces 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. The company's global headquarters is located in Santa Clara, Calif.; regional offices are in Beijing, China and Amman, Jordan. Further information is available at www.telairity.com.

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