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Telairity Continues to Lead in China Encoder Market with Separate Wins for Sichuan Digital TV Broadcasting System and China Telecom IPTV Network

Local and national SARFT agencies agree on Telairity encoders for two new head-ends in Sichuan; China Telecom selects Telairity for nationwide IPTV system

BEIJING, CHINA – April 17, 2012 – U.S.-based Telairity, Inc., the global leader in encoding technology, announced today two more major milestones in providing encoding technology equipment to the People’s Republic of China: the sale of multi-channel SD 7000 series encoders as the cornerstone of an advanced digital TV (DTV) terrestrial network being installed throughout Sichuan Province; and the sale of its ultra-low bitrate SD/mobile 9000 series encoders for China Telecom’s nationwide IPTV system.

China Telecom Corporation, serving more than 340 million wireline, broadband, and mobile customers, is currently deploying a nationwide IPTV network. The first 9000 series encoders are being installed in XinJiang Province, accounting for about one-sixth of the country’s land area.

In November, 2011, the Chinese government mandated that the DTV network being installed in Sichuan, based on China’s Digital Terrestrial Multimedia Broadcast (DTMB) standard, must extend throughout the country by the end of 2012 with over 3000 broadcast locations (replacing older

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MPEG-2 installations). For video encoding, the new network will use AVS technology, an advanced compression standard developed in China.

Sichuan's local SARFT agency (State Administration of Radio, Film, and Television), working with both the national SARFT office in Beijing and Sichuan Luyang Science & Technology Co. Ltd., Telairity's local Sichuan partner, has ordered the Telairity encoders for the province-wide DTV terrestrial network. Telairity has provided two complete 80-channel head-end systems.

For TV broadcasting, the network will use DTMB technology: the China DTV standard for mobile and fixed terminals. Telairity encoders support DTMB together with all other digital broadcast standards.

Noted Ben Silva, Telairity Senior VP of Worldwide Sales and Business Development, "These DTV and IPTV deployments will be blueprints for using China technologies like AVS and DTMB to deliver efficient, cost-effective high quality video over advanced content delivery networks. We wish to thank our partner, Sichuan Luyang Science & Technology Co. Ltd., both the national and provincial Sichuan SARFT agencies, and China Telecom for the opportunity to participate in these truly historic projects."

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