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Telairity Encoders at Center of Australia's SBS CCUP Broadcast Systems Video/Audio Upgrade

Telairity and Systems Integrator SBC partner in
Contributions Circuits Upgrade Project linking 3 major
Australian cities

SANTA CLARA, Calif. – April 17, 2012 – Telairity, a global leader in encoding technology, announced today that it has been selected as the principal encoder hardware supplier for a state of the art upgrade of Australia's Special Broadcasting Services (SBS) video and audio contribution networks. Telairity and systems integrator Sydney Broadcasting Company (SBC, www.sbctv.com.au) will serve as the overall integrators for the project.

The announcement was made by Matt McKee, Telairity VP of Sales

The project replaces the current contribution circuits running between Sydney, Melbourne and Canberra, Australia's national capital city. Officially called the Contributions Circuits Upgrade Project, the new system also provides backup services via both ASI and IP to the digital video network, linking Canberra and Melbourne via their wide area network links. It replaces single-channel digital video network (DVN) fiber links between Sydney and Melbourne, and Sydney and Canberra, each carrying two video channels running at 35 megabits per second with an option for later upscaling.

More . . .

Two video/audio and four radio channels are available including one HD/SD channel with stereo audio and one SD-only channel with stereo audio. The radio channels run between Sydney, Canberra and Melbourne delivered over the national DVN link.

Telairity is supplying its versatile BE8500 HD/SD contribution and distribution encoder and participating in the systems integration and upgrade.

According to McKee, the SBS project supports Telairity's reputation as one of the world's leading encoder suppliers. "We're grateful for the confidence shown by SBS in selecting our internationally recognized encoding technology for this project. This win is further evidence of Telairity's ability to move swiftly into new global markets, and helps solidify our leadership position in H.264/AVC encoding."

Nenad Radoman, SBC principal, adds "SBC continually evaluates new products that we think might benefit our clients. Telairity's 'instant on' BE8500 auto-sensing HD/SD encoder, based on Telairity's exclusive encoding technology, proved to have a combination of video quality and versatility unmatched by any competing product today. After extensive testing, it was the clear choice for SBS's Contribution Circuits Upgrade Project, able to generate outstanding pictures while meeting all their H.264/AVC HD/SD 4:2:2/4:2:0 needs."

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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 and associated direct-execution AVClairity video compression software, delivers the industry's lowest latency and 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.

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