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Telairity's H.264 HD and SD Broadcast Encoder Platforms To Be Offered by DVC DigitalVideo Computing GmbH

SANTA CLARA, Calif. — July 30, 2007 — Telairity today announced that DVC DigitalVideo Computing GmbH, a leading European supplier for the digital video, presentation, and HDTV markets, is adding Telairity's HD and SD real-time encoding platforms, based on advanced H.264/AVC (MPEG-4) compression technology, to its product lineup in a reseller agreement.

The agreement between Telairity and DVC aims simultaneously to broaden DVC's product portfolio and make Telairity's breakthrough encoder technology available to a wider range of European customers in the broadcast, satellite, cable, IPTV, and telecommunications sectors.

"Our agreement with DVC provides a strong sales channel for Telairity's encoder products into European markets where the DVC name is recognized for technical excellence and superior customer service," said Howard Sachs, president and CEO of Telairity. "DVC is an outstanding partner, helping us drive the worldwide broadcast industry transition to advanced H.264/AVC video compression technology."

The addition of Telairity's H.264 encoding platform to DVC's line of products for the HDTV, digital video, broadcasting, and streaming media markets gives the wide spectrum of broadcast content providers a single world-class vendor for their various equipment needs.

"Telairity's encoding platform is the industry's best-in-class solution for H.264 compression and will help our global customers make a smooth transition to multichannel SD and HD programming using the latest compression standard," said Harald Nather, general manager of DVC. "Telairity and DVC share a common mission of providing innovative technologies that raise the bar for quality programming, and at the same time give broadcast providers products with superior performance, value, and ease of use."

Telairity's H.264 encoding platforms are an essential technology for building cost-effective SDTV and HDTV services that deliver low-latency, high-quality video at typical bit rates of 1.5 Mbps to 3 Mbps for SD pictures, and 6 Mbps



to 12 Mbps for HD pictures. These low bit rates enable more SD or HD channels within a defined bandwidth, and thus provide an opportunity to increase revenue per distribution channel. In addition to satellite broadcasting, applications for the Telairity H.264 encoders include news and sports streaming, content aggregation, cable, terrestrial and IPTV distribution, VOD, and video servers.

Fully software programmable and scalable, Telairity's encoding platforms allow for easy feature and functionality upgrades over time. Operating in real time, they offer H.264/AVC compression technology at either the Main Profile, Level 4, or the Fidelity Range Extension (FRext) High Profile standard.

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About DVC

Since 1990, DVC DigitalVideo Computing GmbH has been developing, producing, and selling integrated system solutions for the digital video, presentation, and HDTV markets. At the same time, DVC is the European respective German master distributor for several well-known manufactures in the HDTV/digital video, desktop video, broadcasting, and streaming media markets. DVC's own products, including the ClipRecorder, ClipDisk, ScreenDisk, and the megacine, have their focus on markets such as film scanning, video post-editing, Digitaldailys, presentation, and research and development. As a distributor, in addition to Telairity, DVC represents well-known manufacturers such as AJA, DataDirect, DNF, Drastic Technologies, MikroM, SeaChange, and VideoClarity. An international distribution network has been established with the help of representations in Austria, Denmark, France, Great Britain, India, Italy, Spain, The Netherlands, and Vietnam. Further information is available at www.digitalvideo.de

About Telairity

Telairity is an innovative supplier of real-time video compression solutions into markets for broadcasting encoders, video servers, video editing and authoring systems, video conferencing, and security and surveillance. The company's proprietary video processing technology, encompassed by the Telairity-1 multicore video processor and AVClairity video compression software, delivers the industry's best price/performance for real-time video compression products today. Telairity's customer-driven philosophy is reflected in the programmable and scalable design of its products, which are easily upgraded to accommodate a facility's changing needs and future standards improvements, helping customers preserve their investment in the Telairity platform. The company was founded in 2001, and is based in Santa Clara, Calif. Further information is available at www.telairity.com.

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