



## FOR IMMEDIATE RELEASE

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## Telairity's H.264 HD Broadcast Encoder Platform To Be Offered by NVISION

**SANTA CLARA, Calif. — Jan. 15, 2007 —** Telairity today announced that NVISION, a leading supplier of routers, router control, and master control systems for broadcast and post production, is adding Telairity's H.264 HD real-time encoding platform to its product line-up in a principal reseller agreement. NVISION's product announcement and first product shipments are targeted for Q1 of 2007. This new move aims simultaneously to broaden NVISION's product portfolio and make Telairity's breakthrough encoder technology available to a wide range of customers in the broadcast, satellite, cable, IPTV, and telecommunications sectors.

Telairity's H.264 encoding platform is an essential technology for building cost-effective HDTV services that deliver low-latency, high-quality HD video at bit rates of 6 Mbps to 12 Mbps. These low bit rates enable more HD channels within the defined bandwidth and thus provide an opportunity to increase revenue per distribution channel. In addition to satellite broadcasting, applications for the Telairity H.264 HD encoder will include news and sports streaming, content aggregation, cable, terrestrial and IPTV distribution, VOD, and video servers.

Telairity's H.264 HD encoding platform is scalable and fully software-programmable for easy feature and functionality upgrades over time. Operating in real time, it uses the Main Profile, Level 4 H.264/AVC standard for HD video compression.

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“Our agreement with NVISION provides a strong sales channel for Telairity’s encoder products into satellite, cable, IPTV, telco and TV networks, where the NVISION name has long been the recognized leader for technical excellence in innovative broadcast technology and superior customer service,” said Howard Sachs, president and CEO of Telairity. “NVISION is an outstanding partner, helping us drive the worldwide broadcast industry transition to HD with Telairity’s AVC encoding technology.”

The addition of Telairity’s H.264 encoding platform to NVISION’s product line of high-performance, high-reliability, cost-effective routers, router control, and master control systems gives the wide spectrum of broadcast content providers a single world-class vendor for their resolution-independent, multiformat, signal processing and signal management equipment needs.

“Telairity’s encoding platform is the industry’s best-in-class solution for H.264 HD compression and will help our global customers make a smooth transition to multichannel HD programming using the latest compression standard,” said Chuck Meyer, president and CEO of NVISION. “Telairity and NVISION share a common mission of developing 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.”

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#### **About NVISION**

NVISION is the leading provider of technically advanced digital routing switcher systems. The company’s sole focus is the development and manufacture of high-performance, high-reliability, and cost-effective router, router control, and master control systems for the production and delivery of quality digital audio and HD/SD video used in TV broadcast and multiformat post production. The company’s worldwide customer base includes major television networks, TV stations, direct broadcast satellite (DBS) operators, video and film post-production facilities, and major telecommunications companies. Since its founding in 1989, NVISION has pioneered groundbreaking technological advances, including large-scale HD-SDI

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routing and synchronous AES routing. To learn more about NVISION routing systems, see [www.nvision.tv](http://www.nvision.tv).

**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](http://www.telairity.com).

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