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Telairity Shows Newest Multiformat and 3D Encoding Technology at NAB 2010

Booth Will Also Showcase Unique Technology Responsible for Driving Company's Recent Global Success

LAS VEGAS, Nev., April 12, 2010 – Telairity, a global leader in encoding technology, will showcase both its multiple lines of broadcast-quality encoders, and the technology behind its unprecedented progress over the last 12 months, at the National Association of Broadcasters convention and exhibit (NAB), being held April 12-15 at the Las Vegas Convention Center. Telairity is located in South Hall, upper floor, Booth SU7526.

The company will feature its all-new 1RU BE9400 multiformat encoder that generates broadcast-quality output signals simultaneously for HD, SD and mobile screens. Use of the BE9400 in 3D broadcasting also will be demonstrated.

In addition, the company will showcase its auto-switching dual-mode HD/SD BE8500 encoder, along with its second-generation BC8110 HD helicopter encoder: the world's first H.264 encoder designed for aircraft, now being flown nationwide by broadcast news organizations. Telairity encoders drawn from all three of the company's lines will be on display at the Telairity booth:

- 8000 series HD encoders, combining high broadcast video quality with low bit rates and adjustable low latencies. The 8000 series includes models specially designed to withstand the rigors of harsh ENG vehicle use.

More . . .

- 9000 series high-compression SD encoders, designed to reduce SD bit rates to as little as 300Kbps while maintaining the industry's highest video broadcast quality. The 9000 series includes IPTV and mobile models.
- 7000 series SD encoders, among the most economically priced units in the video industry for advanced H.264 compression technology.

Telairity has extraordinary 2009-2010 accomplishments to share with booth visitors, according to Ben Silva, Senior VP of Worldwide Sales and Business Development. In China, for example, Telairity encoders are now powering a new satellite-driven national weather bureau service. Telairity also has agreements to manufacture and distribute encoders that will empower China's next generation broadband initiative, delivering interactive cable, IPTV, and mobile TV services to an estimated 1.3 billion people.

In the United States, Telairity recently completed the build-out of a 30-city HD video network for a major TV ownership group, and has signed agreements to supply encoders for some major head-end IPTV installations scheduled to be built over the next year.

Silva added, "The success we've achieved worldwide over the last year—in China, throughout the Asia-Pacific region, in Europe, and both North and South America—is gratifying. As the only dedicated encoding systems company that has top-to-bottom ownership of all its key encoding technology, we're able to respond quickly with solutions that effectively address our clients' special needs at price they can afford."

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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 is based in Santa Clara, Calif. Further information is available at www.telairity.com.

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