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Telairity Brokers Strategic Partnership for Installing National Mobile Digital Network in Thailand

Thailand's IEC, America's Telairity, and China's CBC combine forces to implement new network; system will use CMMB (China Mobile Media Broadcast) technology

BEIJING, CHINA – January 27, 2011 – Installing an advanced mobile digital video network throughout Thailand has taken a major step forward with the signing of a strategic partnership announced Tuesday in Beijing. Thailand's International Engineering Public Company Limited (IEC), the China Broadcasting Corporation (CBC), and the United States' Telairity, Inc. will work together to implement and deploy a digital video mobile broadcasting network throughout Thailand.

The project will start initial deployments in Bangkok in March, 2011, and will be based on CMMB (China Mobile Media Broadcast) wireless technology.

The announcement was made in China by Ben Silva, Telairity Senior Vice President of Worldwide Sales and Business Development. Telairity was responsible for developing the three-way strategic partnership and will be the systems integrator for the national Thai project.

According to Silva, the agreement brings together the resources of IEC, one of Thailand's premier engineering and mobile deployment firms; CBC, the

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premier Chinese Mobile broadcasting operator, currently operating the world's largest mobile broadcasting network; and Telairity, America's most respected designer, manufacturer and global system integrator of video encoding/ head end solutions.

Telairity technology expertise spreads across the full spectrum of digital video broadcast system design and deployment including DVB-S/S2, DVB-H, DVB-C, DVB-T/T2, DTH, IPTV, mobile broadcasting and enterprise video applications.

The new Thai digital video mobile broadcasting system is based on China's CMMB technical standard: similar in concept but more advanced and cost-effective than the European Union's DVB-H protocol. Over 5,000 multipoint, terminal, and mobile phone worldwide are compatible with the CMMB mobile broadcasting signal.

In 2010, IEC, a Thai company established in 1922, received government permission to implement Thailand's first mobile digital broadcasting television system, together with Mass Communication Organization (MCOT), a Thai state national broadcaster enterprise.

With Telairity's assistance, supported by CBC, IEC selected CMMB technology, Telairity as the prime systems integrator and head-end provider, and Digital Horizon, the world's leading DVB deployment specialist—with DVB system installations all over the world, including the two largest CMMB systems in China (Beijing and Shanghai)—to implement the nationwide mobile broadcast system.

Telairity has spent the last two years in China building a portfolio of government and private projects unrivalled by any other encoding company. Its accomplishments include providing encoders for China's national satellite-based weather bureau; supplying standard-definition and high-definition encoders SD

and HD encoders for installation of an advanced “triple-play” consumer services (interactive cable, IPTV, and mobile TV) throughout China; and launching a series of dual-format encoders capable of providing processing in both the western H.264/AVC standard and China’s AVS encoding standard (China’s equivalent of the H.264/AVC video compression standard).

The third partner, CBC is a Chinese company approved by China’s State Administration of Radio, Film and Television (SARFT). CBC recently completed the construction of the world's largest mobile broadcast television coverage network: a two-year project that included installations in 331 prefecture-level cities throughout China and encompassed the construction of 886 high-power transmitter sites along with 1,500 smaller power points, with the capability to transmit signals reaching close to a billion people.

The CMMB standard was launched two years. To date, mobile phone manufacturers including Motorola, Samsung, Nokia, LG, Dopod, Lenovo, ZTE, and over 100 smaller handheld device manufacturers in China, have collectively launched over 1,000 different CMMB terminals, phones and handheld devices. Major China automobile manufacturers including Audi, Mercedes-Benz, China FAW, China SAIC, China steam, Chery, BYD, Guangzhou Auto, and GM-Wuling, have formalized an agreement with CBC to install CMMB in vehicles over the next few years.

“We are proud to be a part of this historic event, and to be working with Telairity and IEC for the deployment of the digital Mobile Broadcasting network in Thailand” said Min Zhang, CEO of Digital Horizon.

“IC is very proud to a be a strategic partner with Telairity and CBC for the implementation of mobile broadcasting in Thailand,” Said CEO Sunjutha Witchawut. “Through our mutual partnership and strong support, we are very certain that the mobile digital TV business in Thailand will be among the most

successful anywhere in the world. Together, we will work to expand this business into other regions in South East Asia”.

“With our Thai and Chinese partners,” said Silva, “we’ll be implementing one of the world’s most advanced mobile digital systems, both in less time and with lower costs than any similar project undertaken globally. We’re proud of our role in making this project possible, and see it as another step in our continuing evolution as a global company.”

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About Telairity

Telairity is a world leader and 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 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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