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Telairity Flexible Transcoding, Transcaling Options to All Encoder Product Lines Introduced at NAB 2011

New enhancements cover MPEG-2 to H.264,
and transcaling from HD to SD

Las Vegas, Nev. – April 11, 2011 – Telairity today announced another major enhancement to its industry-leading broadcast HD and SD encoders: a complete range of transcoding and transcaling options spanning all product lines including SD, HD and mobile systems.

With transcoding built into every Telairity encoder, customers with feeds that include compressed MPEG-2 sources can instantly convert their input into advanced MPEG-4 (H.264/AVC) or AVS codes, immediately cutting in half their downstream transmission bandwidth requirements with virtually no loss in video quality. Any post-transcoding requirements for video storage will also be cut in half.

The feature upgrade was announced at the National Association of Broadcasters convention and exhibition, held at the Las Vegas Convention Center. Telairity is located in South Hall Upper Floor, Booth SU9117.

Augmented Telairity systems include BE6000 Series Mobile encoders, BE7000 Series economy SD encoders, BE8000 Series HD encoders, and BE9000 Series high compression SD/Mobile encoders.

More . . .

To convert older video while preserving quality, Telairity uses several image enhancement techniques including deringing, deblocking, and flicker reduction. A deinterlacing option is also available for interlaced SD and mobile formats.

In addition to the MPEG-2 CODEC, the transcoder option allows conversion of VC1, DivX, DV or most other popular video formats. Output can be over IP, ASI, or both. The transcoding option can be configured to receive compressed signals over IP, Gig-E, ASI, or SDI.

The new transcaling capabilities affect both encoders and transcoders. SD systems that formerly required SD inputs can now accept HD sources and downscale to SD. Similarly, HD systems can now lock onto either HD or SD input source signals, with SD signals upscaled for encoding in HD formats, or HD down to SD or mobile formats. Both SD and HD sources can be downscaled to any of the many different mobile formats currently deployed.

“By combining our new transcoding and transcaling abilities with powerful advanced compression technologies like H.264 and AVS, Telairity customers worldwide have unprecedented transrating and transforming opportunities, allowing them to ingest any sort of source and achieve significant savings in reduced bandwidth and storage requirements,” said Ben Silva, Telairity Senior Vice President of Worldwide Sales and Business Development.

Systems incorporating new optional transcoding hardware are shipping now.

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

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