



## **FOR IMMEDIATE RELEASE**

### **Agency contact:**

Skip Ferderber  
Skip Ferderber & Associates  
Tel: +1 (425) 315-1724  
E-mail: skip.ferderber@skipf1.com

### **Telairity contact:**

Harlan McGhan  
Telairity  
Tel: +1 (408) 764-0270 x518  
Email: harlan@telairity.com

## **Telairity Helps Bring World Cup Soccer to Vanuatu No "Goal" Too Large or Small:**

South Pacific islanders are watching  
the world's greatest sports event  
with high-quality Telairity-encoded TV Video

**SANTA CLARA, Calif. – July 6, 2010** – Even in Vanuatu, the small island republic northeast of Australia, World Cup fever is rampant. And thanks to encoding by Telairity, the world leader in MPEG-4 (H.264/AVC) encoding technology, much of the nation is watching all the matches with the same color and pageantry seen by other soccer fans around the world.

Working through TRX Consult, a Paris-based systems integrator, the Vanuatu Broadcasting and Television Corporation (VBTC) installed Telairity encoders which enabled them to take advantage of a free World Cup feed originating from New Zealand. The games are being broadcast in Port Vila, Vanuatu's capital at the southern end of the island chain, and in Luganville on the island of Espiritu Sante, located roughly 170 miles north.

According to Thomas Roux of TRX Consult, "To satisfy my client, Telecom Vanuatu Ltd. (TVL), I had to find exactly the right solution, namely encoders able to provide the highest quality video at low bandwidth (2 Mbits provided by TVL), but also at a very cost-effective price. After looking at many equipment vendors while considering these aspects, I decided that the Telairity solution was clearly the right answer. Since the qualification process

was lengthy, there was not much time left to get the system delivered, installed and running after placing the order. I must say, Telairity's support in making this happen on very short notice was outstanding".

Based on the success of the World Cup project, VBTC is planning to extend its coverage for both TV and radio to five more islands using Telairity equipment to transmit those signals.

VBTC is using the Telairity BE7110 standard definition H.264/AVC encoder and BE-IRD-5000 decoder for its World Cup broadcasts.

Noted Ben Silva, Senior VP of Worldwide Sales and Business Development, "For Vanuatu, as with many of our other broadcasters around the world that made a just-in-time decision to upgrade their facilities for World Cup, there were two key issues: First, they needed the ability to accept a live feed from the globe's most viewed sporting event and then deliver it as the highest quality video to viewers at low bitrates, with absolute reliability. Second, they needed the ability to work with suppliers who could move quickly enough to deliver, install, and test equipment in time for the opening ceremonies. Both as a company and as soccer fans, we're delighted to have played our part in delivering timely, outstanding coverage of the World Cup to the people of Vanuatu."

Vanuatu is the latest South Pacific country to benefit from Telairity at World Cup time. Other installations in the region include CAT Telecom Public Company Limited, Thailand's state telecommunications company, which is broadcasting the soccer games to an audience of over 30 million people in Thailand and surrounding areas.

###

#### **About Telairity**

Telairity is the world's leading manufacturer of innovative real-time H.264/AVC (MPEG-4) encoding solutions for broadcasting, Satellite, Cable, backhaul, IPTV, Mobile 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. Telairity delivers the industry's highest quality H.264 video at the lowest latency and best price/performance for real-time H.264 video encoders in both HD and SD globally. The company's global headquarters is based in Santa Clara, Calif. Further information is available at [www.telairity.com](http://www.telairity.com).

Telairity and AVClairity are trademarks of Telairity, Inc. All other trademarks appearing herein are the property of their respective owners.