



FOR IMMEDIATE RELEASE

Contacts:

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

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

Telairity H.264 Encoding Helps Bring World Cup 2010 to the World in HD and SD

Asia, Southeast Asia, South Pacific, and African nations
benefit technologically and financially
from Telairity systems

SANTA CLARA, Calif. – July 7, 2010 – Telairity's superior H.264 encoding technology is the "secret ingredient" that has enabled nearly a billion people globally to view the 2010 World Cup. Viewers throughout Asia, the South Pacific, and even South Africa, the home country for the games, are relying on Telairity's H.264/AVC encoders to view the games in both high definition (HD) and standard definition (SD) video.

Telairity's modern H.264 technology has enabled network operators, broadcast, satellite and cable companies worldwide to replace their older MPEG-2 compression systems, pleasing customers with superior video quality while lowering transmission costs due to greatly reduced bandwidth requirements.

In Thailand, state-owned CAT Telecom Public Company Limited installed Telairity HD and SD encoders to bring World Cup coverage to over 30 million people in Southeast Asia. Thailand's TX International was the project's systems integration.

More . . .

The island nation of Vanuatu also received upgraded World Cup coverage with Telairity's help. Working through Paris-based TRX Consult, the Vanuatu Broadcasting and Television Corporation (VBTC) installed Telairity encoders in time for the World Cup. After the games, VBTC will use Telairity equipment to bring TV and radio coverage to five more islands.

In Port Elizabeth, South Africa, Purple Turtle Communications bought multiple SD encoders in time for the World Cup and to improve its broadcast infrastructure.

In China, the world's largest communications market, a strong push by the Chinese government to spread telecommunications nationwide has enabled millions of new viewers to see the World Cup. Telairity has been in the forefront of this expansion, partnered with Ouranos Technology Co., Ltd. and the state-run China Data Broadcasting Union (CDBU) to manufacture and distribute SD and HD encoders for "triple-play" consumer services (interactive cable, IPTV, and mobile TV).

According to Ben Silva, Telairity Senior VP of Worldwide Sales and Business Development, "We're pleased that so many companies chose our encoders for their all-important World Cup coverage. Great performance, lower bandwidth costs, superior support -- these three reasons alone sum up to a powerful incentive for broadcasters globally to use Telairity systems."

###