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Telairity Launches HD AVC/H.264 Encoder Platform

BE8000 Real-Time Broadcast Encoder is Fully Programmable and Scalable

AMSTERDAM (IBC) — Sept. 8, 2006 — Telairity today launched the BE8000, a broadcast encoder platform for cost-effective high-definition (HD) AVC/H.264 video compression.

Occupying just 1 RU, the BE8000 is a scalable, software-programmable real-time broadcast encoder platform for HD video compression using the state-of-the-art Main Profile, Level 4 H.264/AVC standard.

The BE8000 will provide a complete, cost-effective HD solution for OEMs in a variety of applications including news streaming, content aggregation, satellite/cable distribution, VOD, video surveillance, and video servers.

"The broadcast industry is looking to companies like Telairity for complete hardware/software solutions as the fastest way to get to the market with HD H.264 encoders," said Howard Sachs, Telairity founder, president, and CEO. "The BE8000 is a major advance in that it has the industry's smallest footprint for a software programmable encoder."

The BE8000 accepts uncompressed 1080i and 720p (4:2:2) HD video inputs and up to four channels of embedded HD-SDI audio inputs. The system features MPEG-4 AAC audio encoding for the highest quality audio at the lowest compressed bit rate. Users can select between constant bit rate (CBR) and variable bit rate (VBR) encoding options with bit rates ranging up to 20 Mbps. Compressed video and audio is output on an MPEG2 transport stream via DVB ASI or 10/100 Base-T Ethernet.

"Telairity's approach in using its processor architecture as a foundation for board-level and rack-mountable encoders should appeal to a number of companies in the broadcast, satellite, cable, and IPTV industries for whom encoding is an essential part of their products, but not their main business. It is also of benefit to encoder manufacturers who want to accelerate their time to market by using a solution for which both the hardware and software have already been developed," said Michelle Abraham, principal analyst for In-Stats Converging Markets & Technologies Group.

The BE8000 is based on the software programmable Telairity-1 video architecture and AVClairity compression software, which enables a high quality HD H.264 output at low bit rates and low latency, an important benefit for news and sports broadcasting. The BE8000 is software-upgradeable to enable future quality, feature, and FRext standard enhancements, including high profile and improved preprocessing algorithms. The audio sub-system can be upgraded to MPEG-4 HE–AAC for even higher audio quality or other Dolby audio encoding standards, such as Dolby Digital 5.1.

"Since the IBC2005 launch of our software programmable video processor for real-time HD H.264 video compression, Telairity has received a significant number of requests from OEMs to provide a complete encoding solution that these manufacturers can tailor to suit a range of different markets," said

Sachs. "With our rack-mountable and board-level products, OEMs can easily add different audio and transport stream options to differentiate their products, and with our programmable architecture they can offer their customers a clear upgrade path to keep pace with enhancements and improvements to the H.264 standard."

The BE8000 is being demonstrated this week as part of the Telairity exhibit at IBC2006 stand 2.321, and will begin shipping in January, 2007.

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About Telairity
Telairity delivers solutions for high-definition (HD) broadcast-quality video applications. Products built on the company's Telairity-1 real-time HD video architecture deliver the industry's highest level of video processing available and address emerging standards for video compression including H.264. Telairity supplies highly integrated, complete hardware and software solutions that enable OEMs to get to market quickly with cost-effective, highly reliable and high-quality encoding systems. Telairity products address a number of markets, including broadcasting encoders, video servers, video editing and authoring systems, video conferencing, and security and surveillance. The company was founded in 2001 and is based in Santa Clara, Calif.

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