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Telairity Introduces BC8100 News/ENG HD Aerial Encoder at NAB '09: More Robust In-Air Live HD Transmissions

Unique Encoding Scheme Allows Airborne News Units To Lock on Receivers Four Times Faster, Virtually Eliminating Fadeouts

Santa Clara, Calif. — April 27, 2009 —Superior in-the-air live high-definition news transmission from helicopters or fixed wing aircraft is now a reality, thanks to the new BC8100 HD video encoder from Telairity (www.telairity.com). Based on highly efficient H.264/AVC encoding—the cornerstone of Telairity's industry-leading line of low-latency video backhaul technology—the new unit provides more robust live transmissions from airborne news units, virtually eliminating fade-out problems, and allows studio decoders to lock on and maintain their signals nearly four times faster than other systems.

The system was introduced at the recent National Association of Broadcasters (NAB) exhibition in Las Vegas.

The BC8100's unique encoding scheme processes 720p/1080i high-definition video a quarter-frame at a time, rather than a full frame. That flexibility enables the mobile unit's signal to lock onto a transmitter four times as fast as competing systems. It also virtually eliminates common airborne ENG problems such as RF shadowing from on-board video camera pods or big-city

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skyscrapers, and greatly improves signal lock-on during long-distance transmissions.

"We designed our news aviation encoder from the ground up to deliver the best possible aerial transmission," said Howard Sachs, Telairity president. "We listened to news operations engineers who demanded a system that virtually eliminates unnecessary signal fadeout, is built to withstand rigorous aviation use, and is easy to use. Our new unit does that and more."

Engineered and ruggedized for news/ENG aviation use, the Telairity encoder features a fast setup: a single button puts the encoder on air in less than three seconds. It also incorporates an aircraft-grade Amphenol 16-11 circular connector together with a power supply that accommodates any electrical input from 18 to 36 volts, and features a remote control panel that can be conveniently mounted in the cockpit.

Like all Telairity encoders, the BC8100 system offers all the features that make Telairity's BH8100 HD H.264/AVC backhaul encoders the industry leader for ENG use: superior picture quality at low bit rates, "instant" on and restart, encode latency settings adjustable to as low as 150ms, easy "two button" profile selection, and a highly robust "sliced" transmission stream—all backed by Telairity's warranted reliability and support package which comes standard at no extra cost.

The Telairity BC8100 HD video encoder is now available with competitive pricing from leading VARs nationwide.

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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. Further information is available at www.telairity.com.

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