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Telairity Introduces New 6000 Series Encoder and Transcoder Lines for Mobile Devices

New encoder and transcoder systems will encode or transcode any HD or SD input to H.264/AVC or AVS in CMMB, DVB-*x*, etc. mobile or WebTV formats.

Santa Clara, CA – April 11, 2011 – Telairity today announced a new family of leading edge MPEG-4 video encoders aimed at the rapidly growing global video-for-mobile, OTT, and WebTV markets: the Telairity 6000 Series. Supporting one-, two- and four-channels of mobile-format video at bit rates from 128Kbps to 2Mbps, the new systems mark the latest expansion of the company's ever-growing line of industry-leading H.264/AVC and AVS encoders now in use throughout the world.

The 6000 Series of efficient, economical mobile video encoders joins Telairity's previously deployed 7000 Series line of economy SD encoders, 8000 Series line of HD encoders, and 9000 Series line of high-compression SD+ encoders.

The announcement was made during NAB 2011, the annual National Association of Broadcasters show, held April 11-14 at the Convention Center in Las Vegas, NV. Telairity's stand is Booth SU9117, in the South Upper hall.

Models in the new product line include the single-channel BE6110, the two-channel BE6200 and the 4-channel BE6400 systems. 6000 Series channels

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accept both SD and HD source inputs, rescaling to any desired mobile output format. Each model is also available in a transcoder version (BT6xxx). Transcoder models enable customers to ingest MPEG-2 feeds directly via ASI or GigE Ethernet connections and instantly recode, using today's most advanced technologies, like MPEG-4 (H.264/AVC) or AVS—thereby cutting their bandwidth and storage requirements by half or more.

In addition, all 6000 Series encoders support CMMB (Converged Mobile Multimedia Broadcasting) broadcast technology, an emerging global standard for cost-effective, spectrum-efficient delivery of next-generation mobile video and broadband services. Over 3,000 multipoint, terminal, and mobile phone models worldwide are compatible with the CMMB standard today. Telairity is currently implementing the two largest CMMB deployments outside China.

The 6000 series also supports all other digital broadcast standards, including ATSC, DVB-S/S2/SH, DVB-C, DVB-T/T2, DVB-H, ISDB-T with Seg 1 built in, and DMB-T/H.

According to Ben Silva, Senior VP of Worldwide Sales and Business Development, the new systems are distinguished by their focus on highly effective low-bitrate encoding for mobile devices. "For customers seeking a solution to the problem of streaming video to the exploding market for video-oriented handheld devices, our new 6000 Series systems can help reduce both cost and complexity. This addition to our lineup of encoders and transcoders is a significant step forward in our efforts to set new standards of efficiency and economy for the emerging mobile video industry."

All 6000 Series models are shipping now. Visit www.telairity.com for additional details about these models, or call Telairity for pricing

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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

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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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