FOR IMMEDIATE RELEASE

Agency contact:
Rae Morrow
Wall Street Communications
(775) 626-7722
rae.morrow@wallstcom.com

Telairity contact:
Harlan McGhan
Telairity
(408) 764-0270 x518
harlan@telairity.com

Telairity Launches SD H.264/AVC Encoder Platform

BE7400 Real-Time Broadcast Encoder Offers 2X Lower Bit Rates Than MPEG-2 Encoders

SANTA CLARA, Calif. — September 4, 2007 — Telairity today announced the launch of its BE7400, a cost-effective broadcast encoder platform for standard-definition (SD) H.264/AVC video compression.

Occupying just 1 RU, the BE7400 is a scalable, fully programmable broadcast encoder for SD video formats that uses state-of-the-art Level 3 H.264/AVC compression technology to achieve more than twice the compression efficiency of the earlier MPEG-2 standard.

The cost-effective four-channel BE7400 encoding platform addresses the needs of broadcast OEMs for real-time performance and flexibility in a variety of applications, including satellite/cable, news and sports streaming, terrestrial, IPTV, and VOD.

The BE7400 accepts 576i (PAL) and 480i (NTSC) SD video inputs and offers four fully independent channels with simultaneous ASI and IP outputs. It provides eight MPEG-2 transport stream outputs over DVB – ASI (2 per channel) and four IP Transport stream outputs over 10/100 Base-T Ethernet (1 per channel).

The system features MPEG-4 AAC-LC audio for high audio quality at the lowest compressed bit rate, and also supports MPEG-1 Layer II and Dolby Digital pass-through. Users can select between constant bit rate (CBR) and variable bit rate (VBR) encoding options with bit rates ranging up to 5 Mbps.

"For SD broadcasting applications, our BE7400 offers H.264/AVC encoding, for two-times-lower bit rates that MPEG-2, in a small, compact form factor for cost and space savings. For further savings, the encoder is available in a single-channel design, which can be upgraded to 4 channels at a later time,"

said Howard Sachs, Telairity founder, president, and CEO. "To optimize efficiency, the BE7400 offers control compatibility with Telairity's HD encoded and Stat mux for closed loop control, while dual redundant power and temperature sensors maximize reliability."

The BE7400 is based on the fully programmable Telairity-1 video architecture, which allows for easy software upgrades to improve quality, lower bit rates, and add new options. The encoder offers four USB-to-RS485 control interfaces (1 per SD channel) and SNMP reporting with Web-based control over Ethernet. On-board flash memory provides upload when booting.

Featuring a fault-tolerant design, the BE7400 offers dual redundant power supplies, each with its own independent power plug; built-in temperature sensors that automatically control fan speed; and extra cooling capacity in case of fan failure.

The BE7400 will be demonstrated as part of the Telairity exhibit at IBC2007 stand 1.493, and will begin shipping in (TBD).

# # #

About Telairity
Telairity is an innovative supplier of real-time video compression solutions into markets for broadcasting encoders, video servers, video editing and authoring systems, video conferencing, and security and surveillance. The company's proprietary video processing technology, encompassed by the Telairity-1 multicore video processor and AVClairity video compression software, delivers the industry's best price/performance for real-time video compression products today. Telairity's customer-driven philosophy is reflected in the programmable and scalable design of its products, which are easily upgraded to accommodate a facility's changing needs and future standards improvements, helping customers preserve their investment in the Telairity platform. The company was founded in 2001, and is based in Santa Clara, Calif. Further information is available at www.telairity.com.

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