FOR IMMEDIATE RELEASE

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

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

Telairity Selects Rahul Commerce to Distribute Its Professional Video Encoders in India

SANTA CLARA, Calif. – August 20, 2007 – Telairity, Inc. today announced that Rahul Commerce, a Pune, India-based distributor of professional software and systems in India for broadcast, video and graphics, has been selected to represent Telairity in India. The announcement was made by Howard Sachs, Telairity president and CEO, and is effective immediately.

Telairity is a leading manufacturer of real-time video encoders designed for live standard-definition and high-definition video broadcasts, delivered via terrestrial, cable, satellite and Internet systems. Additional uses are in post-production; video conferencing, and security and surveillance.

Rahul Commerce with offices in Mumbai, Bangalore, Hyderabad, will market Telairity encoding systems to terrestrial, cable, satellite and Internet/IPTV companies in India. Products include the BE8000 HD and BE7400 SD broadcast encoders, which bring powerful H.264.AVC video compression to the rapidly growing digital video marketplace.

"Communications and entertainment companies across the globe are moving swiftly to deliver the promise of digital video to their communities," said Sachs. "Our goal has been to find the best-of-breed representatives in major regions of the world to handle our line of powerful, cost-efficient encoders. In Rahul Commerce, we have found such a partner. We are pleased to have them be our strategic partner in the emerging superpower that is the Indian subcontinent."

"It is an honor to partner with Telairity in introducing leading edge, high definition compression systems to India," said Dhiren Shah, director of Rahul Commerce. The Indian broadcast industry has started the transition to AVC/H.264 compression systems and HD is a clearly emerging trend that the Indian entertainment and broadcast industry will adopt in the next 12 months. The company's line of SD and HD encoders is an excellent fit to the major global product lines that we represent, and gives us an edge in the

highly competitive digital video marketplace. We look forward to a long and rewarding relationship with the Telairity organization."

Rahul Commerce provides a wide variety of software and systems to a broad range of technological interests including film and video, 2D and 3D animation, motion capture, web streaming, virtual reality, film recorders, pre-press, computer hardware and industrial design. The brands include well known multinational companies including Apple, HP, Sitex Graphics and Autodesk.

About Rahul Commerce
Incorporated in 1996, with head offices in Pune, Rahul Commerce has representation in major cities through its branch offices at Mumbai, Bangalore, Chennai, Hyderabad and Kolkata. Rahul Commerce offers its clients a full range of products related to broadcasting, streaming, post-production and animation, with full technical support including installation and training. Customers include major broadcasters, post production studios, corporations, leading news and sports channels, and government and defense. For further information related to Telarity products, contact Mr. Rajendra Gunjal, product manager (mobile: +91-98230-72655). For more information, visit the Rahul Commerce website, www.rahulcom.com for further details.

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.