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Telairity Introduces SES3200 32-Channel SD, Mobile, and WebTV Video Encoding System at NAB 2011

World's Densest Video Platform Meets the Global Demand for Efficient Multi-Channel Encoding

LAS VEGAS, NEV. – April 11, 2011 – The remarkably compact Telairity SES3200 Video Encoding System, able to generate up to 32 channels of video and 128 channels of audio in a single, completely modular chassis, is being unveiled today by Telairity, Inc., a global leader in encoding technology, at the National Association of Broadcasters (NAB) convention and exhibit.

"Companies distributing video are constantly looking for equipment that provides state of the art, low bit rate encoding capability that can scale for channel count, channel type and future technology upgrades." said Telairity President Rich Dickson. "Multiple encoding formats usually means multiple encoder boxes, and a greater investment in equipment. Our new SES3200 eliminates that need, providing both a low entry price and a low total cost of ownership for the future."

Telairity will showcase the SES3200 unit at its NAB booth: SU9117, located in South Hall, upper floor, of the Las Vegas Convention Center.

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The new SES3200 encoder is based on Telairity's proprietary Telairity-1™ scalable video processing architecture, which provides efficient IP distribution and transmission of ultra high quality video at very low bit rates: essential technology for today's mobile, DVB and IPTV service providers.

A completely self-contained "head-end system in a box," the SES3200's small footprint and scalability are essential to efficient facility planning and design requirements. By building the SES3200 around the industry-standard ATCA chassis with full fabric switching, the new system entirely eliminates the need for separate cables, switches, routers, and multiplexers. This unique design of 32 channels in a single chassis, make this encoder the most dense, and economical encoder in the marketplace, all while providing the highest quality video compression in the industry.

Input modules support 8 connections each. Sources may be either SD or HD (1080i or 1080p). Modules either are or shortly will be available for SDI, ASI, composite, and IP input formats. A transcoding option is also available, allowing multi program transport streams (MPTS) as inputs over ASI or Gig-E connections, for instant recoding to today's most advanced video codecs, including H.264/AVC (MPEG-4) and AVS.

Each encoder module supports four channels of video, with four audio channels per video channel. With the internal full fabric switch, every input source can be routed to any combination of encoder or transcoders for output, regardless of its format, with down-sampling and anamorphic scaling provided as necessary, once again eliminating any need for additional external scalers, routers or switches.

Output modules combine all encoded channels into a multi-program transport stream. Incorporating two output modules in a chassis provides either dual-redundant output, for distribution over a primary and backup network of the same type, or simultaneous identical outputs, for distribution over two

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networks of different types (e.g., IP and ASI). The built-in multiplexor directs all outputs to each multiplexor board, again eliminating the need for additional external equipment.

For bullet-proof on-air reliability, redundancy configurations from a minimum N+1 configuration to full dual redundancy and beyond may be specified.

Additional options include frame controller cards and power supply modules. Upgrades are easy since the use of front-loaded card assemblies makes the entire chassis and all its cards hot-swappable.

The SES3200 is available for order now. Lead time will depend on the specific options needed. Visit www.telairity.com for additional details about this system, 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 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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