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**Telairity Wins TV Technology's NAB 2011  
STAR "Superior Technology" Award  
for New SES3200 32-Channel  
Mobile Video Encoding System**

Company is one of few technology firms  
selected for magazine's prestigious award

**LAS VEGAS, NEV. – April 13, 2011** – TV Technology, a major trade publication reporting on television broadcast technology, today presented its prestigious NAB 2011 STAR award to Telairity, Inc. for its new 32-channel SES 3200 Mobile Video Encoding System.

The award was presented to Telairity by TV Technology Editor Tom Butts at the National Association of Broadcasting (NAB) convention and exhibition, held at the Las Vegas Convention Center.

Now in its 11<sup>th</sup> year, the STAR awards are designed to honor and showcase outstanding technological innovations available in the broadcast industry. A panel of judges consisting of TV Technology editors and columnists review a variety of products, examine the technical applications and their overall contribution to the industry, and then submit their award nominees.

"The NAB Show serves as the launching pad for thousands of new products and services for audio and video professionals," said Butts. "Our panel of

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judges walk the show floor in search of the most innovative technologies. The products and services that we select for the STAR Award make the cut—they demonstrate their ability to help advance the acquisition and distribution of entertainment and information across the media spectrum.”

Only a few companies are chosen annually for the magazine’s highly regarded award.

The new SES3200 mobile video encoder, based on Telairity’s proprietary Telairity-1™ scalable video processing architecture, provides efficient 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 an industry-standard chassis with full fabric switching, the new system entirely eliminates the need for separate cables, switches, routers, and multiplexers. Telairity’s achievement --compressing 32 channels into a single chassis -- makes this system the most dense, economical solution in the marketplace while providing the highest quality video compression for targeted devices.

“We are extremely pleased and honored that the editors of TV Technology selected our new SES3200 Video Encoding System for its 2011 STAR Award,” said Ben Silva, senior vice president of sales and business development. “In this highly competitive market, where high quality, low bit rate encoding is central to the world’s adoption of mobile video, we’ve worked hard to establish our technology as a global leader.

“Receiving this award is rewarding to us and further proof to our customers and the broadcast community that Telairity’s focus on video compression technology makes us the one solution company that can be counted on to

provide the innovation that can change market paradigms. It clearly demonstrates that we are a major company whose technology must be considered whenever encoding solutions are being considered.”

The SES3200 is available for order now. Lead time will depend on the specific options needed. Visit [www.telairity.com](http://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](http://www.telairity.com).

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