

Dec. 4, 2012, 7:01 a.m. EST

Tely Labs Goes Live With New Reseller Program for Innovative SMB Video Conferencing Solution

telyHD Business Edition First to Deliver Affordable and Easy-to-Use Enterprise-Class Video Conferencing; New Reseller Program Offers Lucrative and Wide Open Market Opportunity, Volume Sales and Recurring Revenue Potential

MENLO PARK, CA, Dec 04, 2012 (MARKETWIRE via COMTEX) -- Tely Labs today announced its new telyPartner reseller program featuring the company's groundbreaking telyHD Business Edition (BE) video conferencing solution for small and medium businesses (SMBs). Introduced last month in conjunction with strategic investments from Comcast Ventures and Rogers Venture Partners, telyHD BE is the first video conferencing solution to bring high-quality, multi-party video calling, desktop sharing and document collaboration into a price range accessible by businesses of any size.

"telyHD BE is a game changer that instantly transforms the way SMBs do business by making communications more efficient and collaborative," said Sreekanth Ravi, CEO of Tely Labs. "Working with a first class group of resellers, we intend to help SMBs across all industries take advantage of the power of video conferencing. Our reseller program is a win-win for resellers and their customers as telyHD BE offers significant benefits at a great value."

telyPartner Program Market Opportunity To help meet the anticipated demand for enterprise-class video conferencing for SMBs, Tely Labs has created a new multi-tiered telyPartner reseller program. Because telyHD BE is sold exclusively through authorized resellers, the telyPartner program offers qualified resellers a strong partnership with excellent profit margins, recurring revenue streams, technology leadership and channel commitment. The telyPartner reseller program will be overseen by new Vice President of Enterprise Marketing Dave Crilley, who joins Tely Labs with an extensive background in channel marketing, most recently from Proofpoint and SonicWall.

Since its launch, telyHD BE has been sold through Ingram Micro and D&H and select resellers such as Hybridge IT, a Silicon Valley based technology consultancy. With the launch of the telyPartner program, the company expects to increase its reseller base to several hundred active authorized resellers.

"Not only has Tely Labs designed a truly breakthrough product, the company has provided us tremendous support and worked closely with us to help meet the needs of our wide range of SMB customers," said Martin Dunsby, CEO of Hybridge IT. "With telyHD BE, we can help companies achieve immediate business impact and develop a strong ongoing relationship."

Innovative and Affordable Solution telyHD BE is a fully integrated platform that works with any HDTV and requires no computer for set-up or use. Built on the flexible Android platform and utilizing Tely Labs' newly-developed Virtual MCU Mesh (VMM) technology, telyHD BE was designed with the advanced capabilities and video quality of an enterprise solution, while improving ease-of-use, simplifying set-up and minimizing operating costs. For about \$500 per location, businesses can connect up to six offices simultaneously in a multi-party video call with real-time, high quality video and audio.

telyHD BE also features an innovative Windows app that enables wireless desktop sharing and document collaboration, making it easy to share a participant's desktop or any application such as Microsoft Office documents, Adobe PDFs and web pages while on a multi-party video call. telyHD BE is Skype Certified, so any Skype user on any Skype-enabled device can be a participant in a multi-party call.

telyPartner Program Details The telyPartner reseller program is currently recruiting qualified resellers to partner with Tely Labs for the opportunity to earn high margins and recurring revenue streams in a rapidly growing market. Members of the program may select their level from a three-tiered model (Authorized Reseller, Silver Reseller, and Gold Reseller) that offers progressively advantageous benefits as they increase their commitment and performance. For more information on the telyPartner reseller program please visit www.tely.com/partners.

Priced at \$499, telyHD BE includes the first year's subscription of multi-party video calling. Annual subscriptions for the second year onwards are \$199 per year. telyHD BE is available now in the US through authorized resellers, and will be available in select International markets soon. Current telyHD users can upgrade to the new BE version by purchasing a Business Edition upgrade. Please visit www.tely.com for more details.

About Tely Labs Founded in 2010 by the successful entrepreneurial team of Sreekanth Ravi (President and CEO) and Sudhakar Ravi (CTO), Tely Labs, Inc. is a pioneer in developing simple, affordable next-generation consumer and business video communications systems that fundamentally change the way people around the globe keep in touch. The company's flagship product, telyHD, is built on the Android operating system and delivers full HD Skype video calling to the living room or the conference room on a high-definition TV, along with a growing number of other applications. Tely Labs is based in Menlo Park, California.

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