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Tely Labs Introduces telyHD Pro, Sets New Price-Performance Standard for HD Video Communications

Flexible, Cost-effective Business Videoconferencing Solution Supports SIP, Blue Jeans Network, Skype, and telyCloud Virtual Infrastructure, Providing Unprecedented Ease-of-Use and Value

REDWOOD CITY, CALIF. - July 10, 2013 - [Tely Labs](#) today launched the telyHD Pro, a new videoconferencing system that provides businesses of all sizes with standards-based interoperability and unparalleled functionality at a breakthrough price-performance point. At a list price of \$649, the telyHD Pro allows more people in more businesses to gain the benefits of group videoconferencing, including increased productivity and reduced travel time and costs.

"Tely Labs is filling a major unmet need by providing an affordable high quality videoconferencing endpoint for the estimated 20 million-plus secondary and tertiary conference rooms around the world," said Stu Aaron, Chief Commercial Officer, [Blue Jeans Network](#). "To maximize the value of these new endpoints they must be able to easily connect with all the other room based, desktop, and mobile video conferencing solutions out there. Blue Jeans makes this possible with our interoperable conferencing service in the cloud. We are excited to work with Tely Labs to extend the reach of video conferencing beyond the boardroom and throughout the enterprise."

The new [telyHD Pro](#) provides flexible options for businesses of all sizes:

- For enterprise customers, the telyHD Pro supports the industry standard Session Initiation Protocol (SIP), enabling interoperability with standards-based systems including Polycom, Cisco and LifeSize to allow complete integration with existing SIP infrastructures.
- For businesses not wishing to invest in their own video infrastructure, the telyHD Pro includes a one-year subscription to Tely Labs's telyCloud service, providing many of the features normally only available with a heavy investment in video networking equipment, such as multipoint video conferencing, firewall/NAT traversal, and content sharing and collaboration
- For business users wishing to connect to the widest range of telepresence systems, video room systems, web browsers and video enabled mobile devices, telyHD Pro also supports industry leader, Blue Jeans Network's cloud-based videoconferencing services.

"We have seen enormous pent-up demand for room-based videoconferencing systems that combine standards-based functionality with ease-of-use and accessible pricing," said [Sreekanth Ravi](#), founder and CEO of Tely Labs. "Organizations that already have videoconferencing in primary conference rooms and boardrooms have been waiting for more cost-effective solutions for all their other meeting rooms and remote sites."

The telyHD Pro offers a compelling combination of cost-effectiveness, ease of use, and interoperability with standards-based video conferencing systems,” said Ira M. Weinstein, senior analyst and partner at Wainhouse Research. “The telyHD Pro is a leading player in a class of solutions we have dubbed ‘huddle systems’ which offer the low TCO and strong feature-set necessary to expand video conferencing into the smaller, lower profile meeting rooms in the enterprise. These systems have the potential to re-energize the video conferencing market by making high impact collaboration accessible to more companies and users.”

The new telyHD Pro – available through authorized resellers only – will ship in early August at a list price starting at \$649, including one year of software updates, support and a subscription to the telyCloud service.

All customers currently using the telyHD Business Edition will be automatically transitioned free of charge to telyHD Pro.

About Tely Labs

Founded in 2010, Tely Labs is a pioneer in simple, secure and affordable video communication and collaboration systems that fundamentally change the way people communicate. Tely Labs is dedicated to bringing videoconferencing to every meeting room, remote office and healthcare facility – simply, securely and affordably. For more information on Tely Labs, visit www.tely.com.