

## **Tely Labs Continues Geographic Expansion with Japan Launch**

Firm secures partnership with eFrontier to distribute and market award-winning telyHD products throughout Japan.

**MENLO PARK, CA, August 10, 2012**— Tely Labs Inc., maker of the award-winning telyHD video calling system that brings affordable high-definition Skype video calling to any HDTV, today announced its expansion into Japan through leading retailers and e-tailers. Tely Labs will introduce telyHD, along with its recently released Entertainment Suite, through its partnership with eFrontier, a leading distributor in Japan.

"Given telyHD's success with leading North American resellers, we are pleased to introduce telyHD in Japan so we can further expand our global distribution network into business and consumer channels", said Sreekanth Ravi, CEO of Tely Labs. "Japan is a natural next step for us, given the strong interest for new and innovative Consumer Electronics devices, and we are pleased to work with eFrontier, who have relationships with leading resellers throughout Japan."

"We are very honored to work with Tely Labs to provide such an innovative product in Japan for our customers. We truly believe that telyHD will be perfect for Japan, since Japan is one of the fastest-growing mobile societies in the world," said Tetsuo Okuda, Chief Operations Officer at eFrontier.

The fully Japanese localized version of telyHD, including the company's recently introduced Entertainment Suite, will be available at top retailers and web e-tailers throughout Japan, as well as at [www.tely.jp](http://www.tely.jp).

### **About Tely Labs:**

Founded in 2010 by the successful entrepreneurial team Sreekanth Ravi (president and CEO) and Sudhakar Ravi (CTO), Tely Labs is a pioneer in developing simple, affordable next-generation entertainment and communications systems that fundamentally change the way people around the globe keep in touch and collaborate together. 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 conference room on a high-definition TV, along with a growing number of other applications. Tely Labs is based in Menlo Park, California.

telyHD is currently available at select retail stores and online through leading resellers including Amazon, Best Buy, Costco, Skype, Target, Walmart, Newegg and others. For more information, please visit: [www.tely.com](http://www.tely.com)

### **About eFrontier Inc:**

Founded in 1999, eFrontier provides one-stop solutions for companies that have innovative products ranging from hardware to software who seek to globalize and monetize business throughout Asia. eFrontier, Inc. is based in Tokyo, Japan.