

TELY LABS NAMED AS CES INNOVATIONS 2012 DESIGN AND ENGINEERING AWARD HONOREE

Las Vegas, January 8, 2012 – Tely Labs today announced that it has been named an International CES Innovations 2012 Design and Engineering Awards Honoree for telyHD. Products entered in this prestigious program are judged by a preeminent panel of independent industrial designers, engineers and members of the media to honor outstanding design and engineering in cutting edge consumer electronics products across 32 product categories.

telyHD is an all-in-one HD TV video calling device that allows consumers to make free Skype video calling with big-screen impact and high-definition clarity. Consumers everywhere can use their TV to instantly and easily connect face-to-face with family and friends worldwide through Skype – whether on a computer, tablet, smartphone or TV. telyHD – which doesn't require a computer and is compatible with most HD TVs – is well-priced, sets up in minutes, uses industry-leading Skype and Android technologies and allows for video calls to take place in a comfortable, naturally social setting – your living room.

"We're thrilled to be named a CES Innovations Honoree," said Sreekanth Ravi, CEO of Tely Labs. "Our goal with telyHD is to usher in a whole new era of human interaction and communication that makes it possible for people around the globe to virtually 'drop in' on family and friends in their own living rooms. We will continue to add exciting new features and functionality to telyHD to make video calling even richer and more immersive for everyone."

The prestigious Innovations Design and Engineering Awards are sponsored by the Consumer Electronics Association (CEA)®, the producer of the International CES, the world's largest consumer technology tradeshow, and have been recognizing achievements in product design and engineering since 1976. The Best of Innovations honor is awarded to the products with the highest judges' scores and will be featured in the Innovations Design and Engineering Showcase at the 2012 International CES. Tely Labs' telyHD will be displayed at the 2012 International CES, which runs January 10-13, 2012 in Las Vegas, Nevada. Honorees will also be displayed at CES Unveiled: the Official Press Event of the International CES from 4-7 p.m. on Sunday, January 8 in the Venetian Ballroom of the Venetian.

The Innovations entries are judged based on the following criteria:

- Engineering qualities, based on technical specs and materials used
- Aesthetic and design qualities
- The product's intended use/function and user value
- Unique/novel features that consumers would find attractive

- How the design and innovation of the product compares to other products in the marketplace

Products chosen as an Innovations honoree reflect innovative design and engineering of the entries. Examples may include the first time various technologies are combined in a single product or dramatic enhancements to previous product designs.

Innovations 2012 Design and Engineering honoree products are featured on www.CESweb.org/Innovations, which lists product categories, as well as each product name, manufacturer information, designer, description, photo and URL.

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 consumers communicate across the globe. The company's flagship product, telyHD, will be publicly unveiled at CES 2012 in Las Vegas. Built on the fast-growing Android OS and Skype software, telyHD delivers full HD Skype video calling to the living room on an HD TV allowing everyday consumers to experience free Skype video calling with big-screen impact and high-definition clarity. Tely Labs is based in Menlo Park, California. Visit us on the web at www.tely.com/

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