



## Net Insight partners with NETINT to elevate Nimbra Edge with AI-powered video processing

**Stockholm, Sweden – Net Insight is taking a major step forward in enhancing its internet media transport solutions by partnering with NETINT Technologies to integrate their cutting-edge ASIC Smart VPU™ video processing chip with AI into the next release of Nimbra Edge. This integration marks a strategic expansion of Net Insight’s capabilities, moving beyond transport to include advanced video processing and transcoding features directly within its platform.**

Until now, Net Insight has been at the forefront of transport solutions, offering world-class and industry-leading technologies for high-quality content delivery. By incorporating NETINT’s VPU technology, Nimbra Edge will now support real-time transcoding of AV1, HEVC, and H.264 codecs enabling customers to manipulate transport streams dynamically with a 10x efficiency advantage compared to software. This advancement eliminates the need for external transcoding solutions, streamlining workflows and enhancing operational efficiency. The new capabilities powered by NETINT’s Smart VPU™ technology will be available in the next release of Nimbra Edge, set to launch in April 2025.

The addition of encoding and processing functionality aligns with Net Insight’s broader strategy of delivering versatile, end-to-end media solutions. Supporting both on-premises and cloud-based processing, this integration lays the foundation for further expansion into primary distribution, while continuing to provide world-class contribution and production tools.

Further details on the technical aspects: this expanded capability includes frame rate conversion, bitrate compression, overlay insertion, deinterlacing, audio shuffling, and more. By integrating these features seamlessly, customers can automate intricate workflows without relying on additional third-party solutions. The result is a more agile, cost-effective, and scalable platform for broadcasters, media companies, and live event producers and streamers.

“We are excited to partner with Net Insight and bring our Smart VPU™ technology to Nimbra Edge,” says Randal Horne, Chief Revenue Officer at NETINT Technologies. “This collaboration

gives broadcasters and media companies the advantage they are seeking with high-performance transport and intelligent video transcoding and processing, enabling services to scale globally without reducing video quality or profitability.”

“With NETINT’s VPU cards, we are adding a powerful layer of functionality to Nimbra Edge,” says Christer Bohm, VP Product Management at Net Insight. “Now, we don’t just transport content – we enhance it. This allows us to automate complex workflows with intelligent, AI-driven processing, whether on-premises or in the cloud. It’s a major leap towards providing a fully integrated media distribution solution.”

To learn more about the partnership and the new release of Nimbra Edge please visit [Net Insight’s booth W1425](#) and [NETINT’s booth W3531](#) at NAB Show 2025 on April 6–9, 2025.

**For further information, please contact:**

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**About Net Insight**

*Net Insight (Nasdaq: NETI B) provides the highest performing, most open video transport and media cloud technology for content providers as the industry standard for flexibility and service across live contribution, distribution and remote production media workflows.*

*For over 25 years, the world’s leading content owners, broadcasters, production companies, service providers and enterprises have trusted Net Insight’s Emmy® Award winning Nimbra technology to guarantee media delivery. Today, Net Insight partners with hundreds of customers in over 85 countries to ensure media flows across managed and unmanaged IP networks, and the cloud – from anywhere, to everywhere. It enables customers to get the best from any mix of virtualized, cloud and IP technology and is the only platform to support all the major industry standards, protocols and clouds.*

**For more information,** please visit [netinsight.net](https://netinsight.net)

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**About NETINT**

*NETINT is the creator of a new video processing solution called video processing unit, VPU, which is built on the company’s Codensity ASIC custom silicon. Designed to meet the needs of the most demanding video encoding workflows, the second-generation NETINT VPU, Quadra, received a Technical Emmy Award alongside Meta and Google in 2024 for its contribution to cloud video acceleration. Video engineers wanting to learn how VPUs can improve their platform, service efficiency, and cost are encouraged to visit [netint.com](https://netint.com).*

**For more information,** please visit [netint.com](https://netint.com)

## **Image Attachments**

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[Net Insight Partners With NETINT](#)

## **Attachments**

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