



## **Net Insight teams up with intoPIX to develop next-generation JPEG XS compliant solutions**

**Net Insight's Cloud and IP media platform adds JPEG XS video compression offering unparalleled low-latency and image quality for content creation and delivery.**

**Stockholm, Sweden – [Net Insight](#) announces its partnership with [intoPIX](#), the leading provider of innovative compression technology, to develop cutting-edge JPEG XS compliant solutions. intoPIX's TICO-XS is fully compliant with the new JPEG XS standard and delivers pristine image quality and imperceptible latency within a highly portable software application framework. Net Insight offers JPEG XS standard compliant applications within its Cloud and IP solution portfolio.**

Available now, Nimbra JPEG XS applications are rolling out to support the delivery of some of the world's biggest live sporting events. Net Insight's Cloud and IP media platform combines the power of zero-compromise video compression with its industry-leading, open-standard media delivery technology.

The [JPEG XS](#) content production codec is a so-called lightweight image coding system that processes video at the microsecond level with line-based latency. Based on real-world testing and compression grades in the range of 4:1 to 12:1, Net Insight's JPEG XS applications can deliver lossless quality video while reducing typical network resource consumption by 90%. As JPEG XS is designed to scale, it fully supports the ability to natively process UHD-4K and UHD-8K content. JPEG XS may be used wherever uncompressed video is currently used, including live and distributed production, AV over IP, Virtual and Augmented Realities (VR, AR) and eSports.

The media industry has embraced remote working and the enabling technologies. By leveraging JPEG XS, we as an industry can further reduce our resource utilization and the number of processing steps. Software-based processing enables content editing and production workflows to eliminate the need to jump back and forth between different uncompressed interface standards and different codec formats. This breakthrough in video workflow

processing accelerates the transition to high-quality distributed content creation. No longer is there a need to accept heavily compressed and artefact filled workflows as the compromise for moving to distributed production.

By integrating JPEG XS into its Cloud and IP media platform, Net Insight adds yet another processing option for content producers and service providers to harness. The same application acceleration platform offers virtualized processing across IP, SDI, and mixed format environments. Customers can reuse the same acceleration hardware to perform both media and network processing. The application list includes the IP Media Trust Boundary, lossless Ethernet switching, IP WAN aggregation, MPEG-4, JPEG 2000, and JPEG XS. All of these processing apps, whether it is for ST2110, SDI or IP/Ethernet data are available with lossless 1, 10, 25 and 100 GE network interfaces. Reusing the same hardware and loading new software applications when needed allows Net Insight customers to plan further ahead and adapt to the media industry's shift to IP, secure IT and Cloud services.

"We are proud and to be partnering with intoPIX, pioneer of class-leading video compression technologies, to create solutions that deliver meaningful environmental and financial savings for the media and broadcast industry," said Christer Bohm, VP Product Management at Net Insight. "The JPEG XS standard strengthens the innovation possible within content production, thereby assisting to create improved live experiences for viewers all over the world. Net Insight's JPEG XS applications bring game-changing cost reductions to our customers. In addition to bringing JPEG XS to our latest Cloud and IP solutions, we have also invested to bring JPEG XS to existing Nimbra media networks."

"Net Insight's leadership in Cloud, IP and standards-based technology represents the kind of role model partnership needed to realize the full potential of JPEG XS," said Jean-Baptiste Lorent, Marketing and Sales Director at intoPIX. "We believe that content producers, media companies and service providers will greatly appreciate the engineering excellence and innovative nature of Net Insight's adoption of the JPEG XS technology. We are immensely proud to partner on new solutions that can reduce resource consumption and environmental impact."

**For further information, please contact:**

Christer Bohm, VP Product Management at Net Insight AB, +46 8 685 04 00, [christer.bohm@netinsight.net](mailto:christer.bohm@netinsight.net)

**Platform Communications for Net Insight**

[netinsight@platformcomms.com](mailto:netinsight@platformcomms.com)

Nana Rodaki/Leszek Rzesniowiecki  
+44 (0) 745 5515 9523

**About Net Insight**

*Net Insight (Nasdaq: NETI B) is defining new ways to deliver media, opening up opportunities for content owners, broadcasters, production companies, service providers, and enterprises to produce and deliver the future of live sport, news and online content. The company is driving the*

*transformation to IP, virtualization and cloud workflows and has built the market's most open and cloud-ready media delivery platform for contribution, distribution, live production, and orchestration.*

*For over 20 years the world's leading media brands have trusted Net Insight and the company is recognized for having set the benchmark for media transport. Now Net Insight is combining its broadcast heritage and R&D expertise with the deep IP knowledge gained from developing its own streaming solution to evolve Nimbra, its Emmy® Award winning video transport solution, for the new media era. With a strong vision for the future of IP and cloud, Net Insight is helping the world's leading media brands to simply and cost-effectively produce and deliver content to viewers anywhere.*

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

Twitter: @NetInsight, [twitter.com/NetInsight](https://twitter.com/NetInsight)

LinkedIn: @Net Insight, [www.linkedin.com/company/net-insight/](http://www.linkedin.com/company/net-insight/)

## **About IntoPIX**

*intoPIX is a leading technology provider of innovative compression, image processing and security solutions. We deliver unique FPGA/ASIC IP cores and efficient software solution (on CPU & GPU) to manage more pixels, preserve quality with no latency, save cost & power and simplify connectivity. We are passionate about offering people a higher quality image experience. Our solutions enable the Broadcast industry to build new bandwidth-efficient live production workflows, reducing operating costs in HD, 4K or even 8K, replacing uncompressed video, enabling remote production and preserving always the lowest latency and the highest quality.*

For more information, please visit [www.intopix.com/](http://www.intopix.com/)

Twitter: @intoPIX, [twitter.com/intopix](https://twitter.com/intopix)

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## **Attachments**

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