



Net Insight launches new virtual media and network functions for remote production and IP media delivery

Stockholm, Sweden – As part of the continuous execution of the company’s virtualization strategy, Net Insight announces the launch of new Nimbra Virtual Functions. The new Nimbra Virtual Functions reduce connectivity costs and media networking complexity for remote production and IP media delivery.

The production of live media is moving towards the centralization of resources and talent. Meanwhile, the use of media processing in the cloud and Internet for content delivery is growing rapidly. As the ongoing transformation of content production and delivery is being built with IT, cloud and Internet technologies, virtual media and network functions (VNFs) have come to prominence.

VNFs are software applications that run on standard hardware platforms. This allows for the addition of new VNFs to an existing network without installing or replacing existing hardware. New functionalities can be added and upgraded, without the costs of site visits and without CAPEX investments in new hardware. This deployment model has emerged as one of the key tools in addressing the challenges of the ongoing production and delivery transformation. By using VNFs, media companies can quickly adapt to changing market requirements and customer needs.

“Net Insight is at the vanguard for the adoption of technologies that reduce the cost and time-to-market for live media delivery,” says Ulrik Rohne, VP Media Networks at Net Insight. “The addition of this latest Nimbra Virtual Function update will offer new and existing customers the industry’s most adaptable remote production and live media delivery platform.”

This Nimbra Virtual Function update includes parallel JPEG 2000 encoding and decoding,

MPEG H.264, ASI to ST 2022 IP adaption, as well as Ethernet switching application packages. These standards-based virtual functions have been balanced to retain high image quality, eliminate network data loss and reduce the cost of content transmission. This latest set of virtual functions are compatible with the Nimbra 600's general and special purpose resources.

"The release of this new set of Nimbra Virtual Functions offers a larger spectrum of our customers even more options to seamlessly transition to remote production," says Damien Nagle, Strategic Product Manager at Net Insight.

Come visit Net Insight's booth 1.B40 at IBC2019 on 13-17 September, to learn more about the new Nimbra Virtual Functions.

For further information, please contact:

Ulrik Rohne, VP Media Networks at Net Insight AB, +46 8 685 04 00,
ulrik.rohne@netinsight.net

About Net Insight

Net Insight is a global leader in media networks, resource optimization and streaming solutions. With more than 20 years' experience, Net Insight is a trusted and important partner and a leading force in the media tech industry in creating a better media experience.

Net Insight is powering the evolving media business in a connected world where technology enables seamless meetings between producers, distributors and consumers of content – regardless of geographical location, technical resources or distribution network. With its deep market knowledge and insight, genuine customer focus and world-leading innovative technology, Net Insight makes it easier to create and deliver better content in a more reliable and effective way. Net Insight is driven by the idea that everything can always be done smarter, for both its customers and their customers.

More than 500 world-class customers run mission-critical media services using Net Insight's solutions in more than 60 countries worldwide. Net Insight is listed on Nasdaq Stockholm.

For more information, please visit netinsight.net

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LinkedIn: @Net Insight, www.linkedin.com/company/net-insight/

Net Insight AB (publ)
Box 1200, SE-171 23 Solna, Sweden
Visit: Smidesvägen 7, Solna
Office: +46 8 685 04 00
Corp.id.no: 556533-4397. Vat.no: SE556533439701
Email: info@netinsight.net
www.netinsight.net

Attachments

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Net Insight AB (publ)
Box 1200, SE-171 23 Solna, Sweden
Visit: Smidesvägen 7, Solna
Office: +46 8 685 04 00
Corp.id.no: 556533-4397. Vat.no: SE556533439701
Email: info@netinsight.net
www.netinsight.net