



Press Release
Stockholm August 24, 2023

Net Insight powers pioneering multinational theater play showcasing commitment to merging culture and technology

Stockholm, Sweden – Net Insight is proud to support a groundbreaking theatrical production, “[Tre Rum](#)” taking place in September. This innovative play explores the life of a woman across different stages of her life and is performed simultaneously in three countries, Sweden, Finland and Norway. This unique format was made possible through Net Insight’s innovative media technology, ensuring minimal delay in video and audio, and a real-time experience for audiences in each location.

The play is part of the collaborative project “[Innovative Rooms](#)”, part of the EU program Interreg Aurora, and a development project that supports collaborations between Nordic cultural actors, technology developers and educators, specifically in the northern parts of the countries. Net Insight is committed to supporting creative initiatives that merge culture and technology, and “Tre Rum” represents a significant step forward in this regard.

“By harnessing Net Insight’s low latency network technology to transport media, we have been able to revolutionize theater production with “Tre Rum”, performed simultaneously in three countries. This level of innovation is a testament to the transformative power of technology on cultural expression,” says Ann-Cathrine Fröjdö, project manager at [Riksteatern](#), Swedish National Touring Theatre, one of the involved parties.

“We are delighted to see our technology serve as a key component in realizing this spearheading production and equally thrilled to support and develop cultural projects that enable a wider audience reach,” says Crister Fritzson, CEO of Net Insight. “We eagerly anticipate the transformative impact this will have on the arts.”

The production of 'Tre Rum' exemplifies how technology can profoundly reshape the landscape of performing arts. With a physical actress on each stage in the three countries, the three women meet in a virtual world before three different audiences in real time. The result is an out-of-body experience; a new form of stage art where the performance is unique depending on which of the three rooms you are in. Net Insight's commitment to this project aligns with its strategy of expanding into new market segments and customer segments.

The play is made possible in partnership with Net Insight, [Epson](#), [Servanet](#) and [Remote North, the Nordic community for distributed presence](#) (NCDP), a network of universities, theaters, music schools, system specialists and organizations within performing arts.

Besides this play, Remote North utilizes Net Insight's ultra-low latency solution to foster all forms of live remote artistic performances, collaborations, and arts education. This allows for cultural exchange between artists, students, and teachers beyond geographical constraints. The result is a boost in efficiency, enhanced knowledge sharing, and professional growth. Moreover, it reduces the necessity for physical travel for rehearsals, lectures, and performances, thus contributing to sustainability by diminishing the environmental impact related to travel and logistics.

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 70 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.

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[Tre Rum](#)

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