



Press Release
Stockholm March 15, 2023

Net Insight launches Trust Boundary Appliance to secure IP media investments

Stockholm, Sweden – Net Insight has announced the launch of a market-first, easy-to-integrate appliance to solve common challenges within IP media networking. The Trust Boundary Appliance provides an 'all-in-one' way of safeguarding IP media transport across networks. The product delivers the capabilities broadcasters, production companies, and enterprises require to make their use of IP media seamless, secure, and cost-efficient. The Trust Boundary Appliance is a new product in Net Insight's wide Trust Boundary portfolio that already addresses up to multi 100 Gbps applications.

[Net Insight's Trust Boundary Appliance](#) is the first security and control point in the market that is specifically designed for capacity up to 40 Gbps. It contains the market-proven Net Insight IP Media Trust Boundary technology in an off-the-shelf, cost-effective, and easy-to-use device. As such, it removes the need to deploy generic costly IT firewalls and solutions that are not fit for purpose for any organization moving video over IP. The solution delivers greater security at a lower cost than a traditional firewall because it enables IP media to pass through a Real-Time Transport Protocol (RTP) media proxy.

The Trust Boundary Appliance terminates a media flow at the network boundary and re-establishes it at the destination network, without disrupting other active IP media flows. In this way, it prevents outages and security risks, including hijacking and spoofing, while preserving the integrity of established flows. The solution enables the monitoring and assurance of the IP media payload as it passes between networks with ETR 101/290 P1 performance metrics, frozen frames, and audio silence.

“Broadcasters and production companies' transition to IP is hindered by the complexity of connecting different media domains while maintaining media secure,” says Crister Fritzson, CEO at Net Insight. “With the launch of the Trust Boundary Appliance, we address these fundamental challenges, giving customers full control over their networks. With our single open platform that integrates with any IP media network, Net Insight leads the way in industry standardization, continuing our effort of making the transition to IP truly simple, seamless, and secure.”

The Trust Boundary Appliance is the newest addition to Net Insight's state-of-the-art Trust Boundary offering, that already includes products reaching 100 Gbps applications.

"The Trust Boundary Appliance simplifies the installation and configuration for Trust Boundary application to manage the edge between different network domains, such as studio and operator, to secure IP media operations," says Christer Bohm, Vice President Product Management. "The product gathers all needed IP Media address translation, monitoring, traffic control, and security functions into one product simplifying IP media operation using technologies such as ST-2110, 2022, and NMOS."

The Net Insight Trust Boundary Appliance is the first solution implementing features from SMPTE RP2129 and delivers several mission-critical features in one single platform, such as real-time Media firewall, IP media monitoring, media protection, traffic control, and flow replication.

The Trust Boundary Appliance comes pre-loaded with functions removing the complexity of non-media-specific solutions, and can be deployed in combination with any enterprise firewall to deliver carrier-grade media capabilities to media and enterprise industry players. The Trust Boundary Appliance is available to current and new customers immediately.

[Please visit Net Insight at booth W1725 at the 2023 NAB Show](#) for a demo and to learn more.

For further information, please contact:

Crister Fritzson, CEO of Net Insight AB, +46 8 685 04 00, crister.fritzson@netinsight.net

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 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.

For more information, please visit netinsight.net

Follow us:

LinkedIn: linkedin.com/company/net-insight/ Twitter: twitter.com/NetInsight

Platform Communications for Net Insight:

Nana Rodaki

netinsight@platformcomms.com

+44 (0) 745 5515 9523

Image Attachments

[Image_Net Insight Trust Boundary Appliance](#)

Attachments

[Net Insight launches Trust Boundary Appliance to secure IP media investments](#)